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THE NATIONAL NEWSPAPER OF MARKETING

Geyer Adds 2nd Chicago Agency in Four Months

Acquisition of Western Advertising Boosts Total Billing Past $38,000,000

NEW YORK, March 31—Geyer, Morey, Madden & Ballard has effected a merger with Western Advertising Agency, Chicago, its second Chicago move in four months. Effective Dec. 1, the Geyer agency acquired Caples Co. and made it the Geyer Chicago office (AA, Nov. 7, '60). With the addition of Western, Geyer's billings total will exceed $38,000,000.

Western Advertising will be known as the western division of Geyer. For the time being it will remain in its present offices at 35 E. Wacker Dr. (and at 610 Wisconsin Ave., Racine). Ultimately the ex-Caples and the ex-Western Advertising units will be merged physically and functionally. Meanwhile the former Caples wing will remain at its old quarters, at 216 E. Ontario St.

■ G. B. Gunlogson, chairman of the board of Western and previously its principal owner, will remain with the new Geyer division as a director and member of the executive committee. Lee H. Hammett, president of Western, will retain that title with the division. Donald J. Powers, senior vp of Geyer and manager of its present Chicago office, will in addition become chairman of the western division executive committee.

The executive committee of the *(Continued on Page 110)*

Ulcers Aplenty, Little Prestige in Ad Field, but Admen Admire It

NEW YORK, March 29—Advertising people like advertising. They think it is a business of mobility, challenge, and interest. It's a creative business, and never dull.

The admen's neighbors also think advertising is interesting, but they don't think much of it in terms of job satisfaction, leadership and opportunity for growth. They are repelled by advertising's pressure, its uncertainty, and its lack of job security—and on these points the advertising people agree with them.

Both call it an "ulcer-producing" business. Advertising men think of advertising as being useful and beneficial to society. Their neighbors don't agree with them.

Advertising men apparently have some misgivings about the essentiality of advertising in the economy; their neighbors don't have doubts—they think little of its essentiality.

■ Finally, both advertising men and their neighbors feel that advertising is at the bottom of the ladder in prestige in the community.

These are some of the highlights of the second article in a series dealing with attitudes of advertising people and their non-advertising neighbors, drawn from interviews in upper-class suburbs of New York, Detroit and Chicago. The article, which appears on Page 87, also deals with the thorny question of whether one ought to advise a favorite nephew to go into advertising. The advertising men thought one should; the neighbors were far less sure, and some were adamant in their opposition. =

NEW—*Lever Bros.' Pine Green Lifebuoy, tested for a year in Ohio, has gone national. Print ads broke April 2 and spot and net television also will be used. Sullivan, Stauffer, Colwell & Bayles is the agency.*

$200,000 Billing . . .

Harris Agency Is Tabbed for Miami Account

Agency Selected Over Nine Rivals While Battling Castro

MIAMI, March 29—Harris & Co., Miami agency, which has made headlines for refusing to let Fidel Castro renege on Cuba's advertising bills, was recommended at the county commissioners meeting yesterday to become the new agency for Metropolitan Miami's $200,000-plus tourist advertising account.

The business, held for two years by Agey Advertising, was sought last week by ten agencies (AA, March 27).

■ The recommendation was made by a committee consisting of Hoke Welch, acting county manager, and Lew Price, Miami director of pub- *(Continued on Page 10)*

Wine Ads Spill into 3-Way Ad Free-for-All

Price Cutting, Market Invasions, New Concepts in Marketing Involved

NEW YORK, March 30—Corks are popping in the wine business here. Biggest noise makers are two California companies, E.&J. Gallo Winery and United Vintners, currently engaged in a free-wheeling, high-spending ad battle.

As they slug it out, the third of the big three, Schenley's CVA Co., will make its bow Monday with what that company calls a "blockbuster" burst of advertising for a new line of Roma table wines. In addition, National Distillers plans to move into the market soon with its new French import, Prefontaines *(see story on Page 48)*.

The battle between the Gallo and Petri (United Vintners) erupted recently when Gallo launched into United's Chicago preserve. United hit back this month by moving into Gallo's traditional stronghold, New York. A trade source said: "This is the first time Gallo has been given its own Gallo treatment."

■ The ad battle shaped up like this:

United, headed by the Petri family, set a saturation 19-week schedule on WCBS-TV, New York. For the first six weeks, 100 ten-second spots per week are scheduled, with 42 ten-second spots and eight one-minute announcements per week for the succeeding 13 weeks. The commercials, prepared by Honig-Cooper & Harrington, San Francisco, are for Petri wine, G&D vermouth and Italian Swiss Colony wine.

Gallo, in turn, has not scrimped on the costs. A massive radio campaign, biggest in the company's history, is hitting hard for the label. At the same time, however, Gallo has clamped down a secrecy lid, and reporters are told: "Gallo will not reveal any information about its present and future ad plans."

■ ADVERTISING AGE learned, however, that in its invasion of the Chicago market, Gallo has concen- *(Continued on Page 10)*

Renault Goes to 'More Masculine Approach in Ads

Advertiser to Sell Harder; Aims for 20% of Import Car Market

NEW YORK, March 30—Renault Inc. will introduce the Gordini in the U.S. market next month with a restyled advertising campaign. The balloons will disappear from Renault advertising—and so will color.

In 1960 for the first time, Renault was one of the 100 leading advertisers in magazines and television, finishing in 86th place, with an expenditure of $3,441,210. A similar amount will be spent this year, the great bulk of it in magazines, where Renault intends to dominate import car advertising.

■ In addition to this national budget, Renault distributors will have their own ad programs for local newspapers and radio. Renault Inc. now owns eight of its 13 U.S. distributors.

The new look in Renault advertising will feature loose line drawings (with a little wash) by Austin Briggs. The style will be *(Continued on Page 109)*

Buick to Unveil Luxury Skylark; Buys 'Sing Along'

FLINT, March 31—Buick unveils its Skylark luxury compact on the Bob Hope tv show May 13, followed by magazine ads the next week and newspaper ads as the Skylark becomes available in various cities. The Skylark goes on sale May 15.

Announcement ads will run in *Time, Life, Sports Illustrated, The New Yorker, Harper's Bazaar, Vogue, Car & Driver, Motor Trend* and *Town & Country*.

Buick will drop Bob Hope and string along with Mitch Miller on NBC-TV next fall. Buick will sponsor half-hour segments of the Mitch Miller show on alternate weeks.

■ Two Bob Hope specials remain: April 12 and May 15. Since the fall of 1958 he has done 18 shows for Buick, but the car maker is looking for more frequency on tv.

The "Sing Along with Mitch" series will run 10-11 p.m. (EST), every other week on NBC. McCann-Erickson is the Buick agency.

Ads Must Take Over Selling Job as Salesman Turns Consultant: Murphy

A-C Exec Tells NBP Managements Don't Always Grasp Problem

For other news and pictures of the NBP meeting see Pages 3, 64 and 72.

PALM SPRINGS, CAL., March 30—Advertisers and agency men, here this week for the spring meeting of National Business Publications, took a long forward look at selling, advertising and publishing and came up with predictions like these:

- Business publication advertising will have to take on an increasing portion of the industrial selling load as the salesman becomes more of a technical consultant.
- Computers and other automatic devices may change the face of the publishing industry completely within the next ten years.
- The concept of advertising concentration and dominance is certain to make business paper publishing more competitive, with fewer surviving publications in any field.

Demonstrating the operation of the first mass produced fuel cell —which changes chemical energy directly into electrical energy silently and without exhaust—to emphasize "the fantastic technological eruption" that is taking place, James W. Murphy, manager of advertising, Allis-Chalmers Mfg. Co., said such developments mean that the salesman must become a technical consultant and that consequently an increasingly large part of the industrial selling process must be assigned to other selling elements—notably to advertising in the specialized business press.

There are problems, however, Mr. Murphy indicated. The most impressive is the fact that "Business publications rank low in the minds of top management" and are likely to feel the impact first when budgets are cut.

■ "That specialized business paper advertising is an important economic force, there can be no question," Mr. Murphy summed up. "That it is certain to grow as market conditions change is clear. As to whether it is prepared to carry the vast responsibility being thrust *(Continued on Page 110)*

Last Minute News Flashes

Politics May Change Miami Account Picture

MIAMI, March 31—The appointment of Harris & Co. to handle the Metropolitan Miami tourist account, earlier reported to be a mere formality *(see story above)*, may not be that simple, due to some 11th-hour developments. Some of the county commissioners are disgruntled by the final choice of the committee assigned to pick the agency, and fireworks are expected at the meeting next Tuesday at which the Harris appointment was to be confirmed.

Montgomery Ward Appoints Campbell-Mithun

CHICAGO, March 31—Montgomery Ward & Co. has retained Campbell-Mithun as its advertising agency, primarily to develop a national ad campaign this year. Ward, which will be handled on a fee basis, has not had an agency since 1957 when the company and Foote, Cone & Belding ended a 22-year relationship.

Vicks Vatronol, Sinex Switch to Sullivan, Stauffer

NEW YORK, March 31—Richardson-Merrell Inc. has switched advertising for Vicks Vatronol nasal medication and Sinex nasal spray to Sullivan, Stauffer, Colwell & Bayles from Morse International. In turn, Morse—a Vick house agency—has picked up the Clearasil product line. BBDO had Clearasil shampoo; Lennen & Newell had Clearasil ointment.

(Additional News Flashes on Page 107)

$1,500,000 the First Year . . .

Ads Abroad to Get Half of 'Visit U.S.' Funds

Kennedy Program Goes Forward as House Hears Travel Industry Backing

WASHINGTON, March 30—Commerce Secretary Luther Hodges told a congressional committee today that about half the budget for the government's proposed tourism program will be used for advertising in the most promising overseas markets.

On the basis of his estimate, expenditures for advertising would be about $1,500,000 during the first year of the program, and nearly $2,500,000 in subsequent years, when the program is fully under way.

The tourism project is a "must" item in the administration program. Without waiting for final congressional action to authorize the program, President Kennedy today sent Congress a request for funds to get the drive organized.

While there does not seem to be any doubt about ultimate approval of the tourism proposal, it remained bogged down this week on a number of technical points. Also handicapping it was the large number of witnesses from the travel industry who are supporting the program and insisting on having an opportunity to read their support into the record.

■ When Secretary Hodges appeared before the House commerce committee subcommittee handling the tourism proposal today, the subcommittee was wrestling with 16 separate tourism bills, which fall roughly into three broad groups. Many are identical with the bill which already has passed the Senate—S. 610—authorizing a tourism service, with a budget of up to $5,000,000 a year.

Rep. Peter Mack (D., Ill.), the subcommittee chairman, and several other subcommittee members have introduced bills which hold the tourism office to a maximum of $910,000.

In his testimony today Secretary Hodges said the department has just provided President Kennedy with a detailed proposal for organizing the tourism drive. He said the plan was developed by a

(Continued on Page 116)

Gisholt Machine Shifts to Timmons From Buchen Agency

MADISON, WIS., March 31—Gisholt Machine Co. has changed agencies after a 30-year relationship with Buchen Advertising, Chicago, and has appointed Ralph Timmons Advertising Agency, Madison, to handle its account. The account bills more than $150,000.

Alvin Ebel, advertising manager of the machine tool manufacturer, told ADVERTISING AGE that Buchen had done a good job for his company, but he listed distance as a reason for the change. "We feel that we can get greater efficiency and better liaison with a local agency," he said.

Mr. Ebel said that his company had cut back its ad budget some 20% earlier this year, but added that he hoped the cuts would be restored later in the year. The Timmons agency, which has done work on Gisholt's collateral material for some 20 years, was selected over two other agencies, Mr. Ebel said. #

Aldens' Profits, Sales Gain

Aldens Inc., Chicago, mail order house, reports profits for its fiscal year ended Jan. 31, 1961, totaled $3,926,207, a 16.2% gain over the previous record high of $3,379,931 scored in 1959. Sales in 1960 came to $126,210,517, a 10.1% increase over 1959.

Kohler Plumbing Shifts to Frank

KOHLER, WIS., March 31—Kohler Co., manufacturer of plumbing fixtures and fittings, light plants, engines and precision controls, has switched its advertising account to Clinton E. Frank Inc., Chicago, effective July 1.

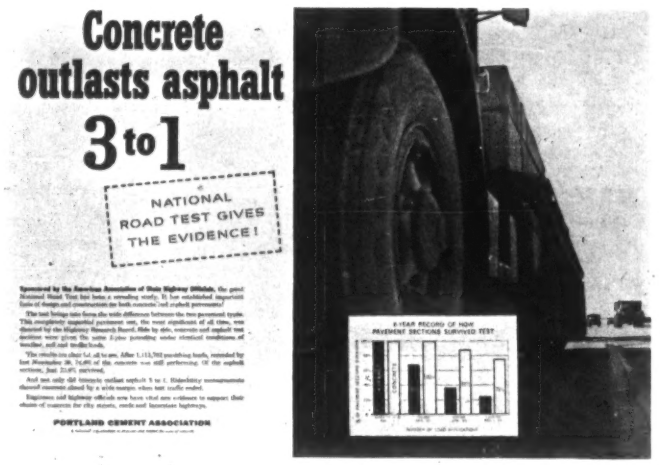
Estimated billings range between $500,000 and $600,000. Roche, Rickerd & Cleary, Chicago, the former agency, had handled Kohler for 17 years. The company talked to two other agencies before picking Frank.

Roche, Rickerd said the switch was not entirely unexpected, but added that it was given no specific reasons for the change. In a letter to the agency earlier this week, Kohler said it was taking the action because "business reasons make it important that we do so."

■ A major reason for the change, it was speculated, was a change at the company a year ago when the advertising department, formerly separate, was combined with the public relations department under William Collins, now director of advertising and public relations. Prior to then, Mr. Collins was director of public relations. It was felt that Mr. Collins wanted an agency of his own choosing and did not want to inherit the old agency. #

Fairchild Names MacKinnon

Ernest A. H. MacKinnon, formerly assistant ad manager of Ford Instrument Co., Long Island City, has been named ad and sales promotion manager of Fairchild Controls Corp., Hicksville, N. Y. He succeeds Robert Feldheim, who has left the company.



CONTROVERSIAL AD—*This ad placed by Portland Cement Assn. in the March 31 issue of Time has touched off a battle with the Asphalt Institute.*

Asphalt, Concrete Ads Tell Battle of Bumps

Portland Cites Test Prematurely, Unfairly, Says Asphalt Institute

NEW YORK, March 30—"This is false advertising—there is no question about it."

That was the latest allegation in the old concrete-versus-asphalt controversy that has boiled over into a no-rules-of-the-road advertising battle.

The comment was touched off by the latest ad placed by Portland Cement Assn., in the March 31 issue of *Time*, asserting that "concrete outlasts asphalt 3 to 1."

Jumping the gun on publication of the findings of a road test conducted by the American Assn. of State Highway Officials, the cement group launched a campaign to present "vital new evidence" to support its claim vis-a-vis asphalt.

However, the Asphalt Institute has blasted back, with ads headlined, "The case of the disappearing concrete highways." Its reply takes the form of a memo-style b&w spread in *Engineering News-Record*.

The ad asks that "neither the asphalt nor the Portland cement industry" publish premature conclusions.

■ Donald Knott, ad director of the Asphalt Institute, told ADVERTISING AGE that there was no question that the cement association's ads constituted false advertising.

He said that while the institute itself would not make the charge officially, he was surprised that something had not been done about it already. The institute, he added, anticipated some action about the ads by the highway officials group.

"Actually, we're happy they're doing this kind of advertising. They are hanging themselves," Mr. Knott said.

He said that in the highway test, held at Ottawa, Ill., concrete and asphalt road sections of varying depth were laid to test the loads they would take. "A lot more sections of asphalt than concrete were laid, and the Portland Cement Assn. has elected to base its claims purely on numbers. The claim has no basis."

■ The concrete ads proclaim, "Results are clear for all to see. After 1,113,762 punishing loads, recorded by last Nov. 30, 74.6% of the concrete was still performing. Of the asphalt sections, just 23.6% survived."

The first ad appeared in the March 13 *Life*.

The institute decided not to fight the concrete association's claims except by indirection. The "Case of the disappearing concrete highways" ad, launched in January in *Newsweek* and *U.S. News & World*

(Continued on Page 116)

Barbasol Jingle Is Back on Radio

New Basso; New Lyrics for New Formula; New Appeal; New FTC Interest

INDIANAPOLIS, March 30—Many an old-timer, sitting by his radio may feel a twinge of nostalgia these days as he hears a deep, resonant voice sing:

Barbasol, Barbasol,
No brush, no lather, no rub-in,
Wet your razor, then begin.
Barbasol, Barbasol,
Soothing, smoothing, cooling Barbasol.

■ The old refrain, first aired in 1920, has returned again to the air waves. The late Singin' Sam, whose bass voice helped give the jingle the popularity of a hit tune, has been replaced by a sound-alike vocalist. But the lyrics are the same.

After several years of concentrating on print, Barbasol has decided to swing back to radio with the theme that had helped make it the No. 1 shave cream in the country in its early days. The major market push includes heavy frequencies aimed at acquainting men with its new formula Presto lather, now being introduced nationally. The revamped aerosol can of shave cream contains a new skin ingredient, Actamer, said to help prevent blemishes.

The old brushless shave jingle is being heard in only a small number of markets.

■ New lyrics have been added to the old tune to promote the revised Presto lather in the majority of markets on the schedule. Here a male and female duo sing:

Tough beards, need Barbasol,
Presto Barbasol.
Rich creamy lather; it's fortified.
Your face can't feel the razor glide.
Barbasol—umm-umm—Barbasol,
Soothing, Cooling—umm-umm—Presto Barbasol.

■ The old tune was given a boost on NBC-TV's "Perry Como Show" a couple of weeks ago, when Mr. Como and a visiting guest, actor George Sanders, included it in their repertoire of old songs.

But it is probably for reasons other than nostalgia that the Federal Trade Commission now has asked Barbasol to submit copies of the radio ad. In one of the five commercials, an announcer breaks in after the jingle, asking:

"Is there a teen age man in your house? Tell him about the skin cream skin doctors recommend—new formula Barbasol Presto lather with Actamer. In a recent survey of skin specialists, 91% said that clean wet shaving with Barbasol Presto lather was beneficial to teen age men—removes excess skin oils and bacteria, helps prevent blemishes."

Another version says:

"Hundreds of skin specialists recommend Barbasol for young men to help control skin blemishes . . . the shave cream skin specialists use and recommend."

John Reed King is the announcer in most of the spots. The agency for Barbasol is George J. Walsh Co.

■ Barbasol Co. was started by Louis R. Wasey, who was also one of the founders of Erwin Wasey, Ruthrauff & Ryan. Lou Wasey, and his nephew, George E. Wasey, sold their stock interests in the agency in December, 1956, and in June, 1958, Barbasol moved from EWRR to Walsh. George Wasey is now president of Barbasol. #

Highlights of This Week's Issue

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Television Bureau of Advertising reports publishing and media led all other classifications in percentage increase of network television gross time billings in 1960 ..... **Page 6**

Chapel Management & Sales Corp. syndicates nationally a series of "image building" ads which have proven successful for a New York funeral director ..... **Page 10**

Fabian Society pamphlet, written by Max Corden, senior lecturer in economics at the University of Melbourne, argues that advertising should be subjected to a special tax ..... **Page 30**

Sinclair Wood, president of the Institute of Practitioners in Advertising, seeks abolition of the rule against "knocking copy" ..... **Page 32**

Federal Trade Commission charges that Swift & Co. engages in a number of practices which illegally restrain competition in frozen food products ..... **Page 36**

San Francisco U. S. court of appeals unanimously dismisses a Federal Trade Commission cease and desist order against Evis Mfg. Co. ..... **Page 41**

National Distillers Products Co. acquires exclusive U. S. rights to distribute Prefontaines, a French wine brand, and names Lawrence Fertig & Co. to handle advertising for the wine ..... **Page 48**

New York tv code office of the National Assn. of Broadcasters issues a group of commercial guidelines for weight reduction advertisements ..... **Page 56**

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Canadian Retail Merchants Assn. seeks a clear cut ban on trading stamps ..... **Page 73**

Associated Business Publications survey reveals that 75% of the Brand Names Council's "Retailer of the Year" award winners report that advertising has helped them to make business decisions ..... **Page 74**

Caterpillar Tractor Co. wins the principal award in the Americana Awards for advertising on a national scale category of the Freedoms Foundation at Valley Forge ..... **Page 85**

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American Marketing Assn. offers a new research service which can pinpoint differences in share of market on a market-by-market daily basis ..... **Page 106**

Curtis Publishing Co. nears the end of a year-long study to overhaul the format, content and entire policy approach of its Saturday Evening Post ..... **Page 110**

Herbert Mayes, editor of McCall's, says creativity means far more to a magazine's success than do polls or research ..... **Page 115**

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Magazines Blast 'Secret' Hike in Canada Postage

'Summerfield's Revenge' May Be Followed by 2nd Boost on Mailed-in-Canada

By Robert Heady

NEW YORK, March 28—U.S. magazine publishers were reeling today under a "body blow" delivered via increased second class postal rates between Canada and the U.S., scheduled to become effective July 1. A second hefty punch may be forthcoming.

The rate hike came in the form of a "convention" agreement between the two countries. It was accepted Jan. 19 by former President Eisenhower, as one of his last official acts.

The agreement, part of a broad plan to sweeten U.S.-Canada relations—specifically interpreted by U.S. magazine people as a move to allay Canadian concern over U.S. publications' mounting strength—will boost second class postage to 9¢ per lb.

■ Currently, U.S. publishers are paying at the rate of 2.5¢ per lb. for editorial content, and 10¢ per lb. for advertising content.

Due to be hardest hit are U.S. magazines whose content is predominantly editorial, and those with heavy circulations in Canada.

The new edict also alters the third class structure. Instead of 4¢ for the first 2 oz. and 2¢ for each additional 1 oz., mail to Canada will cost 3¢ on the first 2 oz. and 1.5¢ for each extra 1 oz.

Magazine officials were critical of Canadian and U.S. officials whose "cloak and dagger" method of pushing the increase through was "secretive," "shocking," and "serious." While the rate boost will be a tough publishing pill to swallow, magazine men appeared more upset over (1) the short notice ("We've no time to prepare"), and (2) the strong probability that Canada will shortly increase its internal postal rates to U.S. publications.

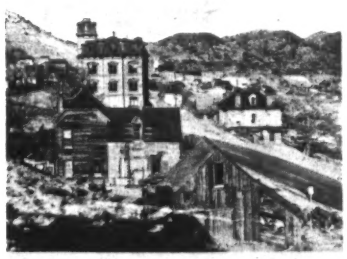
■ One source said Canada began its newest campaign against U.S. publishers in February, 1959, when Canadian Postmaster General William Hamilton wrote U.S. Postmaster General Arthur Summerfield, requesting that a 1922 convention be scrapped and a new one drawn.

At no time, it was pointed out, was a U.S. magazine representative consulted by either country in connection with the proposed new agreement. One publisher suggested that "this was Postmaster General Summerfield's way of getting even with us after his previous unsuccessful attempts to raise domestic rates" (AA, June 27, '60).

Last fall, at an Ottawa meeting (AA, Nov. 21), Canadian magazines staged a battle of presentations against two U.S. publishers, Reader's Digest Assn., Canada, and Time International of Canada, before the royal commission on publications. Prime Canadian beefs at that time were (1) U.S. circulation overflow, (2) Canadian editions of U.S. periodicals, and (3) U.S. magazines' regional editions.

One U.S. publisher today reasoned that the November meeting, "which the Canadian press snapped up for anti-U.S. ammunition," actually was a "conditioning process"

(Continued on Page 8)



NO TRUCKS—*Bostrom Corp., Milwaukee, manufacturer of truck seats, will run a b&w page on behalf of the American Trucking Assn. Foundation in Business Week April 15. Buchen Advertising is the agency.*

New U.S.-Canada Postal Accord Aids Canadian Publishers

MONTREAL, March 28—There are definite long-term benefits to Canada in the new postal rates for newspapers and magazines recently announced in the convention between Canada and the U.S.

U.S. publishers mailing to Canada will have a bigger postal bill. This could have several effects. It may reduce the flow of such publications into Canada, and it may increase the price of U.S. publications in Canada.

It may also induce U.S. publications with large circulations in Canada to incorporate here, print their magazines, or at least mail them from Canada, thereby creating work for Canadians and revenue for the Canadian post office.

■ Under the old system, American magazine publishers reaped huge benefits by using Canadian postal services. If their magazines were mailed in the U.S., they were carried without charge by the Canadian post office. The small number of Canadian magazines mailed to American subscribers received the same privilege in the U.S.

Postage on an American magazine mailed from New York to Vancouver was less than a magazine mailed from New York to San Francisco.

■ Some American publishers now truck their magazines into Canada to take advantage of low second-class postal rates in this country. It has been estimated that the Canadian post office loses about $1,600,000 a year in handling these publications.

CANADIAN MPA SEES NO BOON IN ACCORD

TORONTO, March 29—Lloyd M. Hodgkinson, president of the Magazine Publishers Assn. of Canada, told ADVERTISING AGE today that the new U.S.-Canada postal rate agreement will put Canadian magazines on a more equitable basis with magazines published in the U.S. and distributed in Canada but that the new rates will not be a "boon" to the Canadian publishing industry.

The new regulations, it is understood, will necessitate U.S. publishers paying a higher postal rate for mailings to Canada. In addition, U.S. publishers who ship their magazines into Canada for posting will have their rates increased.

■ Said Mr. Hodgkinson: "This will tend to make the situation more equitable, but it will not be a boon to our industry. It looks as if it might be a boon to the Canada post office, though." #

A PROFESSIONAL-TYPE DENTURE CLEANSING KIT

NOW AVAILABLE TO THE PUBLIC

ONLY 98¢!

DENTURE FIRST—*This color page ad for Polident which appears in April Reader's Digest represents the first time that magazine has run an advertisement for a denture product.*

Block Drug Pushes Its Polident Kit via TV, 'Reader's Digest'

JERSEY CITY, March 29—Block Drug Co. is running an extensive campaign to promote its Polident denture kit special offer.

In addition to commercials continuing through June on several NBC-TV shows, Block Drug is featuring the special buy in a color page in the April *Reader's Digest*. The special includes a 69¢ large-size can of Polident, together with a $1 pink or blue denture bath with measure clip spoon at a special price of 98¢.

In a similar promotion last year, 1,100,000 denture baths were sold. A survey showed that 15% of these represented customers buying Polident for the first time, the company reported. This year 1,500,000 kits have been prepared for sale. The offer runs through May.

Minute filmed commercials are being aired on the "Groucho Marx Show," "This Is Your Life," "The Tall Man," "One Happy Family," "The Americans" and the "Jack Paar Show."

Polident is handled by Grey Advertising Agency, New York. #

Four A's to Get H&K PR Plan

NEW YORK, March 30—American Assn. of Advertising Agencies has officially adopted a pr program recommended by Hill & Knowlton, its pr counsel, to build confidence in advertising.

The new program will be presented in detail at a members-only session at the Four A's annual meeting opening April 20 in White Sulphur Springs.

The program will have two objectives: First, "to build confidence in the integrity of advertising"; second, "to spread understanding of advertising's vital role in our economy of plenty."

■ The Four A's decision to retain Hill & Knowlton as its pr counsel was reported exclusively by ADVERTISING AGE last October (AA, Oct. 24). The new program is the result of a four-month study, including a series of depth interviews of "opinion-trend" leaders in six key areas—university economists and sociologists, business executives, writers, government officials and clergymen. #

Nelson Stern Elects Two

Nelson Stern Advertising, Cleveland, has elected Bruce M. Stern and William K. Brusman vps. Mr. Stern joined the agency in 1954; Mr. Brusman in 1958.

$21,300,000 in Ads to Back Overseas Flights

16 Transatlantic Lines to Pony Up Amount; Rate Hassles Enliven Scene

By Milton Moskowitz

NEW YORK, March 29—International airlines flying to European destinations are looking forward to another banner year.

At the same time, competition will be tougher, and advertising budgets are expected to be up across the board.

The competition on the North Atlantic run stems from the proliferation of carriers serving this market. Sixteen airlines now fly from the U. S. to Europe, and they will be spending an estimated $21,300,000 on advertising this year to promote traffic from this country.

Many of the budgets have been beefed up substantially. Air France, which was spending about $900,000 when it came to Batten, Barton, Durstine & Osborn in 1958, now has a $2,000,000 budget. Lufthansa, a $200,000 advertiser before switching to D'Arcy Advertising last year, plans to spend $1,000,000 this year. Alitalia, now at Gardner Advertising, also sports a $1,000,000 program, up about 30%.

■ Three recent additions to the transatlantic fleet—Air India, Irish Airlines and Qantas—will each be spending more than $500,000 in 1961. All three have increased their budgets considerably.

If you ask airline people, they will tell you, privately, that there are too many carriers serving this market. It seems that every country in the world wants to have its own airline, for reasons of national prestige and because of a yearning to tap the transportation dollars spent by the growing army of American tourists.

The new African nation of Ghana announced recently that it will have its own airline, with service to and from the U. S. Olympic Airways, a Greek line, is hoping for a green light to start transatlantic hops "probably sometime after this year." Olympic is cur-

(Continued on Page 78)

DOUBLE ENDORSEMENT—*Kirk Douglas and Yul Brynner will be featured in double-endorsement pages scheduled by Air France for April. Although they are shown in the ads, neither movie star is identified.*

Truce Reached in Air Freight Rate, Ad Contretemps

NEW YORK, March 29—The cargo rate (and rate advertising) war expected to break out April 10 in the transatlantic airline field was averted this week when the International Air Transport Assn. worked out an agreement extending the current price structure to June 30.

■ Up to now the carriers have been unable to agree on a new rate schedule. The U. S. carriers, particularly Seaboard & Western Airlines, have been demanding lower rates.

Further IATA conferences are now planned to see if differences can be resolved and a common price schedule established. *(See transatlantic airline advertising story beginning in adjoining column.)* #

Despite Profit Drop, Business Papers' '61 Revenue Will Rise, NBP Told

PALM SPRINGS, CAL., March 29—Despite a drop off of about 9% in profits for the first two months, members of National Business Publications expect to end 1961 only 1% or 2% below 1960 in pages, and up perhaps 40% in revenue.

Morris Goldman of J. K. Lasser & Co. brought this cheerful news to members of NBP at the organization's meeting here this week, following a survey of members.

Business publications show about a six-month lag in following the economy either up or down, Mr. Goldman said, and the assumption is that the decline in advertising volume shown during the last quarter of last year and the first quarter of this year will shortly reverse itself as the economy moves upward. Publishers generally expect business to be good later this year, Mr. Goldman said.

■ Marshall Haywood Jr., Haywood Publishing Co., Chicago, was elected chairman of the organization's board, succeeding Louis J. Perrottet, Conover-Mast Publishing Co., New York. Vice-chairmen elected were: C. Laury Botthof, Standard Rate & Data Service (operations); Leonard Eiserer, American Aviation Publications (finance); Milton B. Kihlstrum, Miller Publishing Co. (membership); Mr. Perrottet (legislation); David R. Watson, Watson Publishing Co. (public relations). Dana Chase, Dana Chase Publications, and Leslie A. Watt, Watt Publishing Co., were elected directors.

■ In his annual message, retiring chairman Perrottet emphasized his belief that the days of hostility between buyers and sellers of advertising are ending, and that an era of mutual cooperation is developing. "I believe," he said, "that we are poised on the edge of an era in which quality will prevail." While the past has been full of accomplishment, he emphasized, it is clear that "the greatest publication hasn't yet been published," and that business publishing will go on to new heights. He also voiced the hope that the "divided business paper house" will cease being divided.

■ A new award—the Silver Gui-

(Continued on Page 72)

Barber & Drullard Moves

Barber & Drullard Advertising Agency, Buffalo, has moved to 633 Delaware Ave.

7,500 Requests Testify to Appeal of Shirtkerchief

Eagle Shirtmakers Picks Agency by Coupon, Scores with Ad Offer

QUAKERTOWN, PA., March 28—How many people hanker after a "shirtkerchief"—a fairly useless piece of shirt material ornamented with a buttonhole and a pocket?

When Eagle Shirtmakers offered such a creation in the March 11 *New Yorker*, it optimistically hoped it might perk up the curiosity of maybe 3,000 readers. But by March 28, 7,512 readers had responded to the ad. And the answers are still coming in at a rate of 200 a day, so the tally may hit 9,000 or 10,000 before things quiet down.

The ad was the second in a series of four offbeat insertions slated for *The New Yorker* this spring. The first ad pointed out that Eagle shirts are sold "everywhere by fine men's stores," but that in many stores the shirts are sold under the store label rather than the Eagle label. To remedy this shortage of Eagle labels, the ad offered to send readers Eagle labels of their very own—and more than 200 people wrote in.

■ The point of the campaign is that Eagle would like to enveigle more stores into using the Eagle label, either alone or in combination with the store label. The campaign is having precisely this effect, S. Miller Harris, exec vp, told ADVERTISING AGE. After the first ad ran, four stores switched to the combination label. More followed suit after the second ad, with "lots of stores" offering to buy shirtkerchiefs, to run tie-in newspaper ads, and to display ad blowups, Mr. Harris said.

The third ad in the series is set for April 29—but no write-in offer this time. "We've got to have a breather," Mr. Harris said. Instead the ad will promote a "genuine formal button-down shirt" which is "genuine even without the Eagle label."

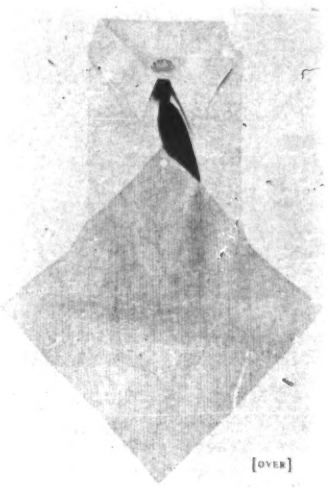
By June, the company thinks it will be up to another write-in offer, so a fourth ad is slated for June 3, offering "the world's first shirt I.D. card." The card will be an Eagle label in the form of a wallet card, giving the respondent's collar and sleeve measurements, plus space for other clothing sizes.

Another series of four ads will run this fall.

■ This is the first consumer advertising for the company since the '20s, when it ran color pages in *The Saturday Evening Post*, featuring well-known illustrators such as James Montgomery Flagg.

Last summer, when the company decided to resume advertising, Mr. Harris thought the best approach would be the zany coupons perfected by Weiner & Gossage, San Francisco. He sounded out the agency via a coupon letter to Howard Gossage, saying if the agency was interested in the venture to "fill out and send in the coupon."

Mr. Gossage did, and in return got the account. #



SEND FOR YOUR FREE EAGLE SHIRTKERCHIEF (SHIRTKIN?) (NAPCHIEF?)

As far as we know this is a brand new invention. Perhaps you will be able to figure out how to realize its full potential. • It all started when we tried to devise something to send you—short of an actual shirt—to illustrate a few of the fine points of fine shirt making. A sample to take with you when you go shirt shopping. ☞ So first we hemmed a piece of fine shirting; *20 stitches to the inch*, just like in our shirts. At this point you could still call it a handkerchief. ☞ But it did seem a shame not to show one of our threadchecked buttonholes, so we did. It makes a pretty good shirt protector: just whip it out of your breast pocket and button it on the second from the top to avoid gravy spots. Good. And tuck your tie in behind it. • But then somebody in Pockets said, "Look, if you let us sew a pocket on it, it will show how we make the pattern match right across, no matter what." ☞ So if anyone knows what you can use a pocket in a handkerchief/napkin for we will be glad to hear. We will give a half-dozen shirts for the best answer. Make it a dozen.

[OVER]

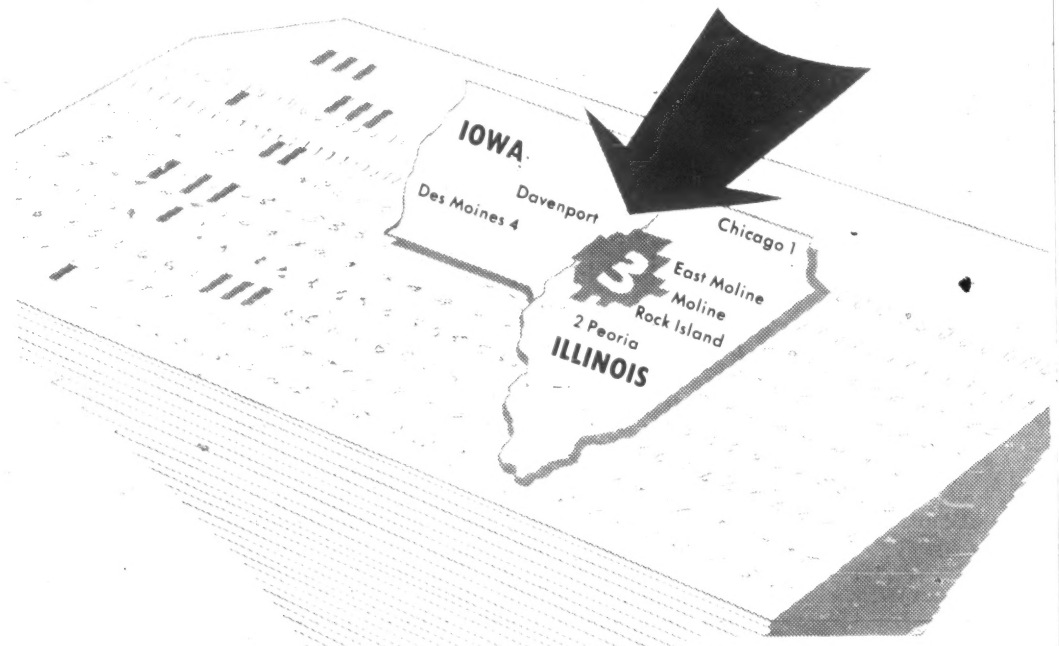
WHAT IS IT?—*This ad in the March 11 New Yorker has bestirred over 7,000 people to write for their free Eagle Shirtkerchief and to suggest how to use the pocket. It will be some time before the winner is announced however, what with some answers running four and five pages in length, often illustrated.*

Walworth Moves to WNBC

Theodore H. Walworth Jr. has been named general manager of WNBC and WNBC-TV, New York, replacing William M. Davidson, who has been given a special projects assignment with National Broadcasting Co. Mr. Walworth will move to New York from Philadelphia, where he was station manager and director of sales of NBC's WRCV-TV. This title at WRCV-TV is not expected to be filled. A swap of the NBC-owned Philadelphia stations and the RKO General Boston stations is pending FCC approval.

Healey to Keller-Crescent

Peter Healey Brass Foundry, Evansville, Ind., manufacturer of a wide range of products for plumbing and industrial applications, has appointed Keller-Crescent Co., Evansville, to handle its advertising.



ROCK ISLAND
MOLINE - E. MOLINE
ILLINOIS
DAVENPORT
IOWA

the BIG #3 MARKET IN IOWA-ILLINOIS

270,058 (1960 U.S. Census) people make the rich Quad-Cities the 3rd largest metropolitan area in this 2-state marketing region. The job: Convert census figures into sales dollars. Best way to do it: Use the impact and penetrating coverage of Quad-City home-town newspapers. Your sales story will reach exactly 100% of households in the metropolitan area.

OVER ¼ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, INC.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP CO.

In the Top 20 in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. Of the top 20 markets of the NEW South, Greensboro ranks 18th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Shreveport, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Is Your Advertising Budget Under Fire to Produce Profits Faster?

Read what This Week MAGAZINE can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,552,496 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,726,796	$6.99	$47,050	$619,178
SATURDAY EVENING POST	6,500,000	$6.81	$44,250	$582,330
TOTAL LIFE & S.E.P.	13,226,796	$6.90	$91,300	$1,201,508
This Week MAGAZINE	13,552,496	$3.92	$53,150	$635,674
Dollars saved by using This Week to reach same total circulation as Life and S.E.P. combined			$38,150 (1 Page (4-color))	$565,834 (14 Pages)

Sources – Circulation
THIS WEEK – average ended 9/30/60
Life and S.E.P. – average ended 6/30/60 or rate base when higher

Rates Currently effective

Compare This Week MAGAZINE with television, too!

To reach 13,552,496 homes through television...what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

USE THE MOST POWERFUL SELLING FORCE IN PRINT

This Week MAGAZINE

CIRCULATION 13,552,496

Publishing, Media Lead Network TV Billings Gains

(See table on Page 42.)

NEW YORK, March 28—Publishing and media led all other classifications in percentage increase of network television gross time billings in 1960, the Television Bureau of Advertising reports.

Billings gains for this category went from $26,593 in 1959 to $2,242,022 in 1960, an increase of 8,330.9%, according to the TvB.

Of the 29 classifications reported by the TvB, 23 showed increases, six showed decreases.

■ Showing substantial percentage gains were: Entertainment and amusement, 138.5%; gasoline, lubricants and other fuels, 58.5%; horticulture, 48.7%; household furnishings, 44%; apparel, footwear and accessories, 29.1%; beer and wine, 21.3%; and insurance, 20.6%.

Biggest gross time dollar gainers by classifications were: Drugs and remedies, from $74,950,528 to $84,706,199; toiletries and toilet goods, from $102,311,526 to $111,096,951; and automotive, automotive accessories and equipment, from $46,709,247 to $55,117,617.

■ The 1960 publishing and media billings came from Cowles ($1,188,633) and Field Enterprises for World Book Encyclopedia, etc. ($587,898)—both for Presidential convention and election night sponsorship—McCall Corp. ($162,165), *Reader's Digest* ($133,599) and Curtis Publishing ($132,970), plus some smaller budgets to round out the total of $2,242,022 for the year.

■ The 1959 figure came from Time Inc. ($5,000) and G. & C. Merriam Co. (most of the rest) for a total of $26,593. #

EVE—*Unilever, world's largest advertiser, has made advertising history in Britain with a 45-second television commercial featuring a nude French model bathing with Breeze deodorant soap. The nude model, photographed by an American fashion photographer, Henry Clarke, is also in print ads. Colman, Prentis & Varley, the Breeze agency, said: "We sought a completely different and stunning approach."*

Ad Council Girds to Aid U.S. in Communist Battle

NEW YORK, March 28—The Advertising Council is thinking of trying its experienced hand at overseas propaganda for America.

A committee has been set up to explore the possibility "of utilizing the skill of the American advertising industry as a supplement to the government's official propaganda through the U.S. Information Agency." Henry M. Schachte, exec vp of Lever Bros. Co., is chairman of this exploratory committee, aided by two co-chairmen, Leo Burnett, head of Leo Burnett Co., and Theodore S. Repplier, council president.

■ It is proposed that the council set up volunteer task forces of creative people in advertising and communications to tackle specific propaganda problems. Committee members would be from several agencies to avoid bracketing a particular agency, which might have overseas branches, with a particular propaganda job. Also serving on each task force would be at least one specialist on the country involved.

Each task force would concentrate on one assignment. For example, one might develop a propaganda plan to be used in the universities of a foreign country to counter a Communist drive to capture its student body. Another task force might produce a series of anti-Communist films to meet a particular situation.

■ The exploratory committee, which is investigating how to set up and finance such a service, has 12 members: Bromwell Ault, vice-chairman of Interchemical Corp.; Thomas D'Arcy Brophy, former chairman of Kenyon & Eckhardt; A. L. Cole, general business manager of *Reader's Digest*; Edwin W. Ebel, advertising vp of General Foods Corp.; Clifford L. Fitzgerald, president of Dancer-Fitzgerald-Sample; Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters; John W. Hill, chairman of Hill & Knowlton; Henry G. Little, chairman of Campbell-Ewald Co.; Donald H. McGannon, president of Westinghouse Broadcasting Co.; Stuart Peabody, Bell & Peabody; Frank K. White, vice-chairman of McCann-Erickson; and James W. Young, senior consultant, J. Walter Thompson Co. #

CORPORATE ADVERTISING HAS MANY FACES

"Modern management knows that today's corporate advertising is a multi-purpose tool, a real working force bearing no resemblance to the ego-massaging "institutional" advertising of the past.

by Ernest A. Jones, President, MacManus, John & Adams, Inc.

Well-planned, well-executed, well-placed corporate advertising has many jobs to do—and does them.

In these days of merger, acquisition and wide diversification, good corporate advertising provides an umbrella of recognition allowing the consumer to make immediate quality identification of new products. The advantage to sales organizations of this pre-recognition is an important one.

Corporate financial officers, too, appreciate a lesser known result of an effective corporate advertising program: that it adds capital value to the business by stimulating the interest and confidence of the investing public which today includes a far greater proportion of the people than ever before."

SPONSORED BY BARRON'S (THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES)

Gillogly Named ABC-TV Sales VP in Chicago

William C. Gillogly has been promoted to ABC-TV vp in charge of sales, Chicago office. He succeeds James W. Beach, who has resigned from the network. Mr. Beach, who joined ABC in 1949, said he has other business plans which he will announce shortly.

Wm. C. Gillogly

Mr. Gillogly, who joined ABC in 1951, has been director of sales for the central division since June, 1957.

Bingham's to Ladd, Southward

Sam'l Bingham's Son Mfg. Co., Chicago, manufacturer of printing and lithographic rollers and industrial rubber rolls, has appointed Ladd, Southward & Bentley, Chicago, as its agency. The company has not had an agency for the past year.

Now's the time to

MAKE BIG PLANS!

You don't need a hearing aid to detect a stronger note of confidence in business circles these days. A growing number of Chicago firms are rolling up their sleeves and going after more business. And they're getting it. Even the prophets of gloom now admit that the picture's not as bleak as they painted it.

Here at the Chicago Tribune, we've never felt otherwise. From our close association with thousands of Chicago advertisers, we know many who are making big plans and putting them into action. By offering a good value—and promoting it—they are getting exceptional response. Here are some typical cases:

As a direct result of a Feb. 19 ad in the Sunday Tribune, E. I. DuPont reports that a leading Chicago retailer sold 50 dozen blouses by noon Monday, then reordered another 125 dozen! • *A stepped-up campaign in the Tribune is paying big dividends for Amana Refrigeration, Inc. "Our Feb. 5 ad produced an immediate sales gain of 10% over last year."* • *Magnavox credits two full page ads in the Sunday Tribune with "the most successful Magnavox sale ever held in Chicago!"* • *Topps Super City in La Grange had "the largest opening in history of the company" following its grand opening announcement in the March 11 Chicago Tribune!*

These are recent result stories—all recorded in February and March. Reports like these reaffirm our conviction that business in 1961 will be as good as we make it.

Here at the Chicago Tribune, we feel that once the ball starts rolling, it's time to give it another kick. That's why we're expanding our advertising sales force and increasing our advertising budget.

We're shooting for another record year, and we've got the selling power and the marketing know-how to help you do the same. We'd be pleased to have you join us.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Magazines Blast 'Secret' Hike in Canada Postage

(Continued from Page 3)

for the July 1 rate increase. "They tried to soften the blow they knew would come," he said.

■ Magazine officials also pointed to the fact that the convention was signed in Canada on Jan. 12 and in Washington Jan. 13, and "sneaked through the day before President Eisenhower left office."

Although the probability of a rate jump had been disclosed (AA, March 6), the news at first slithered past U.S. magazine men without a rustle. The bomb hit March 13, when Ralph Nicholson, newly appointed Assistant Postmaster General for finance (AA, Jan. 30), a former adman, summoned the following group to Washington to discuss "international postal regulations": John Roemish, general traffic manager of Hearst Magazines; Francis R. Cawley, vp of Magazine Publishers Assn.; Raymond Graulich, traffic manager of Time-Life International; Harry Thompson, director of international editions of *Newsweek*; Philip Hall, international traffic manager of Curtis Publishing Co.; and "about seven postal officials."

"We were stunned," said one of those attending.

■ A source at Time-Life International said today the rate boost would cost the company "about $450,000 in additional postage." Like other publishers, he said, Time Inc. is "stuck with delivering current subscriptions" under its present obligations. "What else can we do?" he asked, adding that the industry should force postponement of the July 1 deadline until next Jan. 1.

He estimated that about $200,000 of the extra mailing cost would be for *Time Canada*, sole international edition mailed by Time Inc. from the U.S. to its northern neighbor. The remainder would be for "about 300,000 copies of *Life* mailed to Canada and 78,000 more copies distributed from up there; plus 36,000 copies of *Sports Illustrated* and 7,000 of *Fortune* mailed from here."

Time-Life International appeared to be watchful of Canada's next move before going ahead with a printing contract negotiated in mid-February to print *Time Canada* in that country. "We're waiting to see what the royal commission on publications will do," the division said.

■ The royal commission is to present to the Canadian government in early April specific recommendations on the rate rise expected for U.S. magazines mailed from within Canada. In May, one source said, the Canadian government bill would publicly disclose the new rates. At present, publications issued weekly or more frequently, pay 3¢ per lb., irrespective of advertising and editorial content, or distance mailed, and 1.75¢ per lb. for magazines issued less frequently than on a weekly basis.

Proof that Canada means business came via a quote, in the March 16 *Toronto Globe & Mail*, attributed to Postmaster General Hamilton: "The increase will be followed by an increase in Canadian postal rates for U.S. magazines destined for Canadians, and which U.S. publishers might prefer to truck across the border to get around the new international rates." He was not sure whether Canadian magazines would also be affected by the hike.

Mr. Hamilton said the July 1 increase amounted to about 30%—U.S. estimates ranged from 50% to 250%—and would "take the cream off U.S. circulation in Canada."

He said he did not think that U.S. magazines, as a result, would raise their subscription rates, nor did he believe they would "push their product as much, now, in Canada, as they did."

He predicted that the second class boost would be a boon to Canadian publishers.

■ U.S. magazine people weren't as positive, however, about holding subscription prices down.

• George J. Hecht, president of Parents' Institute, publisher of *Parents' Magazine* and three magazines which carry no advertising ("Children's Digest," "Humpty Dumpty," and "Calling All Girls"), said the July 1 ruling would mean "a tremendous increase in cost." He declared that "we may have to charge more in Canada."

Parents' Institute now trucks its magazines to Canada, then enters them under a second class privilege.

• Publisher James T. Quirk of *TV Guide* denied a report that a mailing cost increase would cause the magazine to pull its nine editions—with a circulation totaling about 166,000—out of Canada. He speculated that *TV Guide's* postage bill would zoom "about 250%" in Canada, but added that "we haven't quite decided what to do."

• A *Newsweek* official said the magazine had subscriptions of up to five years in Canada and assailed the U.S.-Canada convention as "unfair." He said that "about 60% of *Newsweek's* foreign circulation winds up in Canada." "In effect, from now on, U.S. publishers will treat Canada like any other foreign country," he said.

• McCall Corp. said, "Under the circumstances, there's nothing we can do."

• A Curtis Publishing Co. source said the publisher is "more concerned about the July 1 date than the postal increase." He suggested that any Curtis subscription increases would depend on "what the royal commission's new recommendations will be."

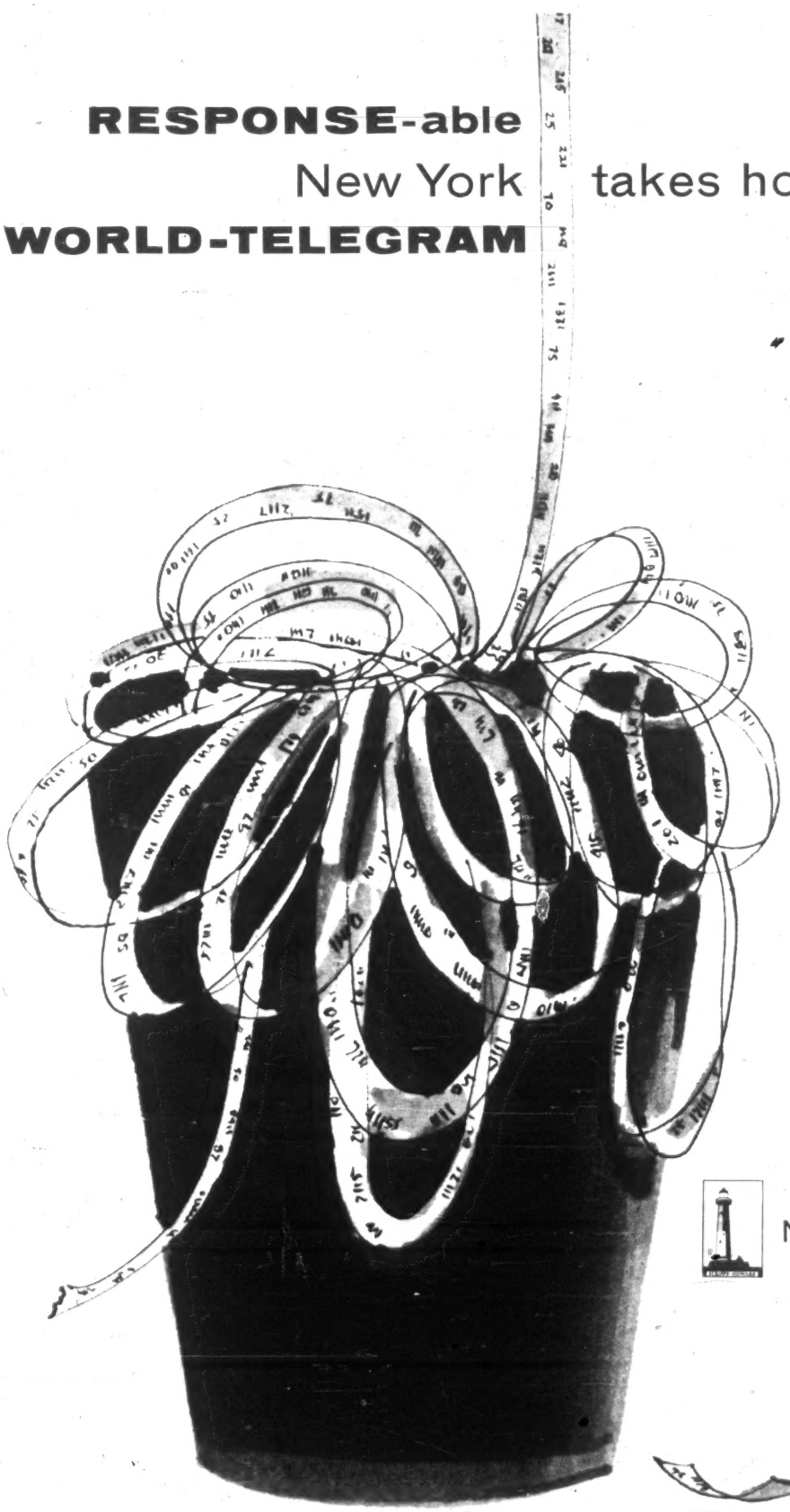
An official at Hearst Magazines labeled the situation "pretty serious," adding that it could "cost us at least $50,000 a year on subscriptions now running two and three years." He said that Hearst had decided, like most, to "wait and see" before considering subscription boosts.

• *Reader's Digest* countered rumors as to how damaging the July 1 hike would be to its international editions, which are printed for Canadians, in Montreal. Paul W. Thompson, vp and general manager of international editions said, "We have no knowledge of Canadian postal rate increases for magazines produced in Canada and have no plans for raising subscription prices in Canada."

■ Canadian circulations of some U.S. magazines, and the percentage each represents of over-all distribution, are as follows, according to the Audit Bureau of Circulations average figures for the last six months of 1960:

Publisher, Magazine	Circulation	%
Conde-Nast		
Glamour	52,481	4.25
House & Garden	18,163	2.03
Vogue	31,174	5.91
Curtis		
Holiday	26,487	2.95
Ladies' Home Journal	238,266	3.87
Saturday Evening Post	223,099	3.67
Hearst		
Cosmopolitan	53,011	5.28
Good Housekeeping	188,934	3.85
House Beautiful	12,414	1.26
Time-Life Int'l		
Fortune	14,298	4.22
Life	283,428	4.14
Time Canada	222,724	99.88
Sports Illustrated	40,937	4.26
Triangle		
TV Guide	397,728	5.46

RESPONSE-able New York takes home the WORLD-TELEGRAM



The place: **Wall Street.**
The time: after 3:30 P. M.
The stock tickers: silent.

But starting to roll minutes later a few blocks away are the high-speed presses for the Wall Street Closing Edition of the New York World-Telegram, complete with final New York Stock Exchange quotations. It's headed for the newsstands within fifteen minutes after the last trade is recorded on the ticker tape.

In the next hour and a half, the majority of all the day's copies of the World-Telegram are printed —*just about as many as the total late afternoon press-runs of the other two New York evening newspapers combined!* It takes this speed and service to meet the demand of home-going businessmen for New York's financial evening newspaper.

They buy it, read it, are influenced by it . . . and carry it into the homes of families who respond to the advertising in its pages.

NEW YORK WORLD-TELEGRAM

New York's *quality* evening newspaper

CRANE CO.

EBERHARD FABER PEN & PENCIL CO., INC.

A MAJOR STEEL COMPANY

NATIONAL CLAY PIPE MFRS., INC.

U. S. RUBBER CO.
(MECHANICAL GOODS DIVISION)

A MAJOR OIL COMPANY
(INDUSTRIAL LUBRICANTS)

These six companies found that, in the newsweekly field...

Newsweek reaches their customers and prospects most efficiently!

Each of these companies, in cooperation with Newsweek, conducted its own marketing and readership study. Each selected its own sample of customers and prospects. Coverage of customers and prospects by the newsweeklies, and their efficiency of coverage, are shown below. The results speak for themselves... and there are more to come.

		A MAJOR STEEL CO. *972 respondents*	CRANE CO. *1,063 respondents*	EBERHARD FABER PEN & PENCIL CO., INC. *2,191 respondents*	NAT'L CLAY PIPE MFRS., INC. *696 respondents*	U. S. RUBBER CO. (MECH. GOODS DIV.) *818 respondents*	A MAJOR OIL CO. *888 respondents*	COMPOSITE OF 6 STUDIES *6,628 respondents*
Newsweek	% coverage	40.4%	39.1%	44.4%	39.5%	43.9%	30.1%	40.5%
	cost per mention*	$19.89	$18.79	$ 8.04	$28.42	$21.76	$29.27	$ 2.91
Time	% coverage	43.7%	42.9%	44.6%	33.9%	46.1%	29.4%	41.2%
	cost per mention*	$33.65	$31.36	$14.62	$60.59	$37.93	$54.79	$ 5.23
U.S. News & World Report	% coverage	31.3%	21.0%	28.4%	27.6%	32.4%	16.7%	26.5%
	cost per mention*	$20.87	$28.45	$10.20	$33.05	$23.94	$42.87	$ 3.62

*based on current one-time black-and-white page rates

For details of these studies, contact your local Newsweek Representative, or Charles L. Kane, Adv. Director, Newsweek, 444 Madison Avenue, N. Y. 22, N. Y.

by industry's own measurements...the most efficient newsweekly

Wine Marketers Vie in Three-Way Ad Free-for-All

(Continued from Page 1)

trated all its efforts on selling Thunderbird wine. A heavy spot tv schedule has been used for several months over several Chicago stations. It is believed that Gallo has used only spot tv.

■ When Gallo moved in, the company set up an exclusive distributorship, which sells only Gallo products. This is contrary to general practices in Illinois, where distributors usually handle other products besides wine.

Gallo unleashed its heavy ad push before it had adequate distribution in Chicago, but the gamble apparently paid off. A wine source told AA that Gallo's campaign has been "tremendously successful" and that it has created much interest for wine, apparently with many persons who had not been wine drinkers. Thunderbird has been selling for 98¢ or $1 for a fifth and now has excellent distribution.

The same source predicted that if former practices are adhered to, Gallo will bring in its other products some time in the future.

■ To counter the Gallo invasion, Petri, which has an estimated 70% of the wine market in Illinois, immediately cut the prices of its products. Petri reduced the prices of its biggest selling lines of Italian Swiss Colony products from 93¢ to 85¢ a fifth, and slashed the price of Silver Satin wine from $1 a fifth to 79¢.

While the price cutting probably was popular with wine drinkers, Petri apparently made few or no new friends among retailers, who reportedly are paying the same prices for the products but are receiving smaller profits.

Gallo's saturation spot tv schedule in New York emphasizes (1) a "Don't compromise with quality" theme, (2) the number of grapes in 1 gal. of wine, (3) California origin of the product, and (4) the flavor-guard bottle which protects the wine from harmful light.

Handled by Batten, Barton, Durstine & Osborn, San Francisco, Gallo had always maintained a consistent ad schedule, basically in spot tv. It also occasionally used radio, with some newspapers.

■ Second phase of the United onslaught was a drastic price cutting. As of March 1, the Italian Swiss Colony division returned to the "natural selling price" level abandoned about November, 1956. The division reduced all nine categories in the dessert or sweet wine list to 97¢ a quart in the New York market. This category makes up about 75% of volume of all wine sales. The wines affected are port, sherry, pale dry, cream sherry, white port, muscatel, tawny port, tokay and half and half.

An Italian Swiss Colony spokesman described the cuts as "substantial." Quarts are down from $1.07 to 97¢. Pints are down from 53¢ to 48¢; half gallons from $2.04 to $1.84; and gallons from $3.88 to $3.45.

The cuts will take effect April 1 in New Jersey, but the price structure will be different, because there is no sales tax. Prices will be "round figures," such as $1, $1.85 and $3.50. The net result is that the Italian Swiss line is now directly competitive with Gallo.

■ Gallo has countered by consolidating its distribution alignment. A month ago, its distributing subsidiary, Specialty Wines, began handling Mogen David wines in this area. The move was rounded out with an agreement to distribute Taylor wines as of April 1. Gallo does not regard Mogen David and Taylor as competitive.

The company claims to be "in every package store in metropolitan New York," and hopes to cash in on this for its extra lines. The Taylor arrangement, however, is not effective in New Jersey, where the line is distributed by Hiram Walker.

While the top dogs battle it out, a third force will enter the lists on April 3 when CVA Co., a Schenley division, launches its "blockbuster" ad campaign introducing three new table wines. Ken Pearson, CVA ad director, said the new wines "just plain have unlimited potential," and they are being given massive advertising support.

Introduced about six months ago with practically no advertising, the product found its own market, Mr. Pearson said. The wines are: Roma Mellow red wine, specifically designed to go with spaghetti; Roma red dinner wine designed to go with roast beef, steaks and other red meats; and Roma white dinner wine designed to go with chicken and fish dishes.

■ Advertising for these wines, which will retail at 83¢ a quart, will claim that they "take the mystery out of wine buying and selling." Each bottle carries a distinctive label illustrating the kind of food for use with which it is suited.

"The food type is now actually on the label, and this is what's new in the business," Mr. Pearson said. He added that CVA's research indicated that roughly 50% of wine sales in wine and package stores resulted from impulse buying. The labels would be a great aid in supermarkets, it was indicated. No supermarket sales are permitted in New York, but they are permitted in 28 other states.

CVA's campaign will break in the *New York Daily News* on Monday, April 3 with a 600-line ad for the Mellow red. A similar ad will run Tuesday for the red dinner wine, and Wednesday for the white. A page ad Thursday will feature all three. The headline will be: "Attention all eaters."

■ The campaign will be supported by a saturation program of 30-sheet outdoor ads in Manhattan and the Bronx featuring all three types together. The whole campaign will continue systemically for the rest of the year.

The rest of the Roma brands—dessert wines, sherries and ports—will be advertised with the company's heaviest backing ever. Starting April 10, Roma di California red and white table wine will be featured in 600-line ads in the Italian newspaper *Il Progresso*. The schedule calls for a couple a month. In addition, 30 and 60-second spots in the Italian language will run on radio stations WADO (April 17) and WHOM (April 24). A total of about 25 spots a week are called for.

Further radio spots aimed at the Negro market will be placed on stations WWRL (beginning April 17) and WNJR (April 24). The schedule calls for 30 and 60-second spots, making a total of 36 a week.

This will be the first time that Roma di California will be advertised as an entire brand and not item by item. Doyle Dane Bernbach Inc. is the agency. #

Kastor, Hilton Boosts King

Richard King, who has worked in casting and production in the radio-tv department of Kastor, Hilton, Chesley, Clifford & Atherton, New York, has been appointed director of that department. He replaces Jules Bundgus, who resigned as vp and director of radio-tv. Mr. Bundgus has not announced his future plans yet.

Your Name Goes Here

Your Name Goes Here

IMAGE ADS—*This series of "symbolistic" ads, introduced last year by a New York funeral director, is now being syndicated nationally.*

Packager Offers 'Symbolistic' Ads for Funeral Industry

NEW YORK, March 29—A series of "image-building" ads which have proven successful for a New York funeral director is now being syndicated nationally.

A year ago, Frank E. Campbell, of the Funeral Church Inc., launched a "symbolistic" series picturing the sun as a four-pointed star shimmering above leaves or flowers. The only copy was the company name. The aim was to "evoke an image of the funeral director's reputation—his good taste, ethical ideals, high business standards." The ads have been running ever since in New York newspapers, buses and local magazines.

The series is now being offered by Chapel Management & Sales Corp. to funeral directors across the country, on an exclusive basis in each city. An advertising kit includes art for bus or surface transportation cards, outdoor posters, literature, etc.; six 8x10" glossy prints of each star picture for newspaper ads; and four newspaper mats.

The corporation was formed earlier this year as a funeral management consultant service.

■ The original ads were conceived by Rockmore Co., which handled the campaign until recently, when Campbell moved its account to Moss Associates. Despite the agency switch, the advertising has continued unchanged. #

Goodrich Names McCormick Tire A.M.; Boosts Shailer

Harold J. McCormick, formerly vp and manager of the Frigidaire appliance account with Dancer-Fitzgerald-Sample, New York, has been named manager of advertising and promotion of B. F. Goodrich Tire Co., Akron. He succeeds Glenn Martin, who has joined Kelly-Springfield Tire Co., Cumberland, Md.

Harold J. McCormick

Lawrence L. Shailer has been promoted to manager of trade advertising and sales promotion of B. F. Goodrich Chemical Co., Cleveland, succeeding George A. Mentzer, who has been advanced to a managerial post in the B. F. Goodrich corporate ad group in Akron. Mr. Shailer formerly was sales development manager for textile chemicals.

'Evening Sentinel' Names Rep

The *Evening Sentinel*, Carlisle, Pa., has become the 34th member of the Penn group of papers represented by Bottinelli-Kimball Inc. The paper formerly was represented by Howland & Howland, New York.

Harris Agency Is Tabbed for Miami Account

(Continued from Page 1)

licity. Hank Meyer, publicity director of Miami Beach, disqualified himself and did not sit in on the selection.

■ Participating as observer-advisers appointed by the Miami-Dade County chamber of commerce were James LeGate, promotion director of the *Miami News;* Les Barnhill, national advertising manager of the *Miami Herald;* Ed Keys, Miami-Dade County chamber of commerce; and Charles Goldberg, chairman of the Miami Beach publicity and advertising advisory committee.

While the Miami metropolitan board of commissioners still must take a formal vote on the recommendation April 4, the choice of Harris is considered a closed matter, because it was this board which assigned responsibility of choice to the committee.

According to Mr. Goldberg, "We weren't approached by one county commissioner during any of this. There are definitely no political implications," he said.

"Lew Price and I," Mr. Welch explained, "as voting members are in positive agreement that Harris & Co. offered the most effective, most productive, most economical approach to our problem. Harris, in fact, offered a program we could put to work next week," Mr. Welch said.

■ Another important factor, Mr. Price said, was the suggestion by the Harris agency for a color brochure. "The artwork was excellent," he said, "and we were impressed that this much more elaborate piece than we've used in the past will cost us less to produce."

In his memorandum to the Miami-Metro Commission, Mr. Welch wrote: "We feel that we cannot let it go without mention to say that this entire program of presentations was a revelation, and Greater Miami can be proud of the fact that it is the headquarters for so many big league advertising agencies.

"Following the presentations, the advisory group met and selected three agencies as having made the best presentations." The other two agencies were Bishopric/Green/Fielden and Tally-Embry.

"As official judges, Lew Price and I then selected Harris & Co. as having proposed the most realistic and effective program for the Greater Miami area, and we, therefore, recommend this selection to the board."

Of the 85 agencies in the area those screened and qualified to compete were McCann-Marschalk; Grant Advertising; Agey Advertising; William M. Spire; Tally-Embry; Harrison Co.; Keyes, Madden & Jones; E. J. Scheaffer & Associates; Bishopric/Green/Fielden; and Miller Bacon, Avrutis & Simons.

Miami and the metropolitan board have contributed $100,000 each to the budget. Miami Beach is expected to add around $50,000 to the kitty.

■ A similar choice of advertising agencies for the Florida State tourism and industrial accounts was announced last week, but a different approach was adopted. The Florida Development Commission simply chose Louis Benito & Associates, Tampa, to handle tourism, and Alfred L. Lino & Associates, St. Petersburg, to handle industrial, without request for competitive presentations.

Losing the business were two other Florida agencies, George E. Evans, of Fort Lauderdale, and Henry Quednau, of Tampa and Miami. Seven Florida agencies sought the state business. No decision was announced on plans for an agricultural ad program.

Doherty, Clifford, Steers & Shenfield, New York, was hired by the state development commission in February to handle a public relations program. A connection with Hal Leyshon & Associates, New York, which had handled the program for several years, had been terminated in January.

■ Erwin Harris, president of the Harris agency, attracted international attention last summer and fall with his "little man" fight in the courts to recover from the Cuban government the $285,000 the agency reported it had spent to advertise Cuban tourist attractions before canceling the campaign in February, 1960 (AA, July 11, Oct. 3, '60).

When a suit and appeals via newspaper ads were unproductive, Harris obtained a writ of attachment in New York supreme court Sept. 15, which resulted in seizure of a Cubana Airlines plane. The writ was vacated shortly thereafter by a federal court, but the airline continues in receivership. The action also brought on a $3,000,000 countersuit by Cubana, later thrown out by the court.

Mr. Harris suffered another setback in July when a Florida circuit court judge ruled that foreign governments have "sovereign immunity" and threw out the Harris suit. This decision was reversed unanimously by an appellate court March 3, which held that a government cannot exercise sovereign immunity in commercial activities, and ordered the lower court to try the case.

Cuba appealed this decision, but the motion was denied by the appellate court March 27. Mr. Harris told ADVERTISING AGE the agency is now proceeding for final summary judgment and liquidation of attached Cuban assets, valued at $700,000, to satisfy its claim. #

Atkinson Leaves Ruppert; Vernon Named to A.M. Post

Maurice Atkinson, advertising manager of the Jacob Ruppert Brewery, New York, since October, 1958, left the post March 31. Mr. Atkinson, who moved to Ruppert from Pabst Brewing, where he was merchandising manager, did not take a salary cut last month, when the rest of the management agreed to slices amounting to at least 10%.

Ruppert, whose 1960 losses amounted to about $2,500,000, hoped to edge back into the black by the second quarter of '61 by various economy measures. It said Mr. Atkinson would be succeeded by George Ruppert Vernon, vp and son of the board chairman, Murray Vernon. George Vernon's responsibilities previously have been on the production side. Mr. Atkinson said he will announce his plans shortly.

THE LADIES' HOME JOURNAL

announces a new rate base, effective with the October 1961 issue. What we promise for October, we have <u>already delivered in March</u>*:

7,000,000

*PUBLISHER'S ESTIMATE

1960 was the Journal's 20th straight year in first place among all women's magazines, and the 15th straight year of newsstand leadership.

Day Tells of Biggest Postal Rate Hike Ever

Little Chance for Bill, Congressman Says; Hits 'Subsidizing' of Business

WASHINGTON, March 30—Postmaster General J. Edward Day told the Senate today that the administration hopes to get $423,000,000 of extra postal revenue from first class mail and airmail, and another $318,000,000 from publishers and direct mail advertisers. The plan involves the biggest postal rate hike in history.

In a letter to Sen. J. Willis Robertson (D., Va.), the Postmaster General said the administration will submit a plan to eliminate an $831,000,000 deficiency representing the loss on operating the Post Office, after a $63,000,000 adjustment to represent the value of services which it gives away as a public service.

The Postmaster General was replying to questions raised by Sen. Robertson when departmental officials appeared before the Senate appropriations committee early this month (AA, March 27). The Postmaster General said he hoped to be able to provide specific facts from the President's submission to Congress, but he didn't want to let more time go by.

■ He noted that the administration is working within the over-all fiscal plan developed in the budget sent to Congress by the preceding administration. "The Post Office Department previously prepared a schedule of rate revisions to provide the necessary additional postal revenues," the Postmaster General wrote. "The present administration of the Post Office Department, because of the general situation described, proposes the same schedule of rate revisions."

Starting with an $831,000,000 deficiency, after public service allowance, the Postmaster General proposes to raise $90,000,000 through increases in parcel post rates, charges for special services, and higher international rates. None of these changes require congressional approval. By a 1¢ increase, he expects to get an additional $423,000,000 from first class mail and airmail.

Publisher's second class and third class are to be adjusted to bring an additional $318,000,000. In 1960, these two categories produced a total of $514,400,000 in revenue for the department.

■ Operating costs assigned to publisher's second class and to third class by the department last year exceeded revenue by $508,000,000. In the same allocation of operating cost, the department estimated that first class mail "lost" $4,000,000, while airmail "made" an $11,000,000 "profit."

Meanwhile, the House passed the Post Office Department's 1962 operating budget this week after some torrid debating over the quality of post office mechanization, and the responsibility for the big deficit.

The appropriations subcommittee handling the department's budget said the Summerfield administration equipment program produced nothing modern except buildings. It said the highly publicized "turnkey" post office at Providence, R.I., "was merely a collection of machines of European design—nothing really new."

■ The flareup over deficits came because the appropriations committee knocked out any allowance for "public service" rendered by the Post Office. Rep. J. Vaughn Gary (D., Va.), the subcommittee chairman, argued, "It is all public service, or the government has no business doing it."

Rep. Robert Corbett (R., Pa.), ranking minority member of the House post office committee, said the $63,000,000 public service allowance sought by the administration was far less than should be allowed. He hinted that the post office committee might not take up a rate bill this year anyway.

■ Arguing that mailers were being forced to pick up the tab for subsidies which Congress passes out to favored groups, Rep. Corbett declared, "I for one don't believe the Congress of the U.S. will permit a balancing of a postal budget which requires commercial mail users to pick up the losses on many of these free and low cost services enumerated by law." #

Liberty Mutual Breaks $1,100,000 Push in Two Media

BOSTON, March 28—Liberty Mutual Insurance Co. is breaking its "biggest, most ambitious and broadest" advertising campaign to date this spring by pointing up the consequences of negligent driving—and assuring policyholders that the company "helps pick up and pay for the pieces."

Liberty is increasing its magazine lineup of last year from two to six, with heavy b&w page

"IF ONLY"—*This is one in a series of b&w ads Liberty Mutual Insurance Co. is running in six magazines.*

schedules set to run "through this year" in *National Geographic, Sports Illustrated, Sunset Magazine, Time* and regional editions of *Reader's Digest* and *The Saturday Evening Post.*

Although the lion's share of Liberty's $1,100,000 ad budget this year will go into the car accident ads, the company has set aside a hefty figure for its workman's compensation promotion. Insertions will appear in *Business Week, Connecticut Industry, Controller, Engineering News-Record, Fortune, Management Methods, National Insurance Buyer, Newsweek, Oil & Gas Journal, United States Investor, U.S. News & World Report* and the *Wall Street Journal.* Liberty has scheduled 30 half-page insertions in the *Journal.*

■ Copy for the safety campaign is keyed to an "if only" theme, with the headline speculating: "If only he hadn't passed on the right" or "If only he hadn't cut out of line," and a photograph showing a crumpled car. Liberty officials say the company is thinking about promoting the theme—changed to "don't be an 'if only' driver"—with buttons, stickers and perhaps "a deal with a major oil company."

Batten, Barton, Durstine & Osborn is the agency. #

Stauffer Consults With Agencies on Ad Race Re-Entry

LOS ANGELES, March 31—Stauffer Laboratories, whose national advertising budget for its home reducing system fell from a high point of close to $2,000,000 in 1959 to almost zero last year when its advertising claims were challenged by the FTC, is currently tooling up for re-entry into the national advertising race.

Stauffer's ad rejuvenation got a shot in the arm Thursday when a medical expert for FTC testified favorably on the "energy consuming" factors of the "Stauffer unit in the course of a hearing in Minneapolis. It is the "energy consuming" claim which FTC has been questioning (AA, April 18, '60, et seq.).

Frederick H. Davis, vp of Stauffer Labs, told ADVERTISING AGE it is his "guess" that the company will hold off on any substantial ad expenditures until the FTC action is resolved. This will probably be some time this spring, he indicated.

■ Meanwhile, Stauffer is moving ahead on the choice of an agency, and Bernard H. Stauffer, president of the company, told AA today that he is:

• "Consulting" with several large agencies here in advance of "gradually rebuilding" the ad budget for the Stauffer Home Plan to its former level. (Tentative plans call for a campaign to break in national media "about June or July.")

• Completing a revamp of the company's sales organization, switching from a former distributor operation to direct franchised dealerships.

■ On the agency search, Mr. Stauffer said he is seeking a shop with West Coast service facilities and with "an aptitude for our product." He said he has already invited in "four or five" agencies for discussions and that he is not open for presentations from uninvited shops.

The Stauffer company, which rang up gross retail sales of some $40,000,000 in 1959, has had fairly lean pickings since.

In the fall of 1959, following a sharp decline in sales and an accompanying drop in ad appropriations, Foote, Cone & Belding resigned the account as "inactive." N. W. Ayer subsequently indicated a more than passing interest in the business, but broke off with the advertiser following a disagreement over Stauffer's ad timetable.

■ "Ayer and we more or less agreed on one another," Mr. Stauffer told AA, "but when it turned out that we weren't planning any advertising until the last half of 1960, we agreed to disagree." #

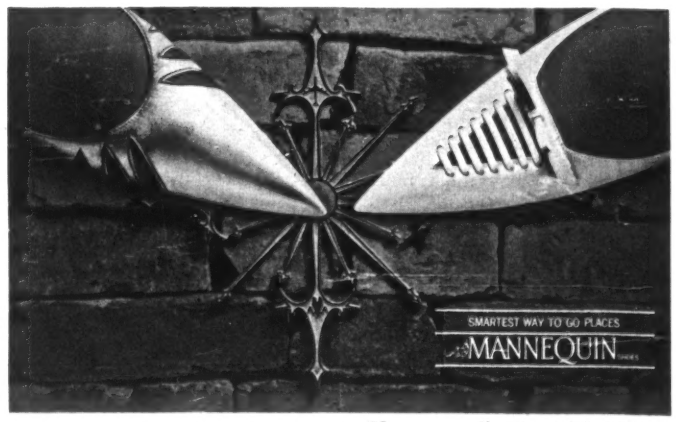
'Chicago Trib' Issues Buying Data Study

CHICAGO, March 30—"Market Power: Chicago," a report on 5,666 adult interviews in 2,956 city and suburban households, has been published by the *Chicago Tribune.* Although the 56-page book deals chiefly with the competitive standing of Chicago dailies, it also contains a tabulation of household responses to the question, "Did anyone in this household buy any of the following [39] items during the past year?"

This marketing information is broken down by annual income, location, tenure and size of the households and by occupation, education, age, race and nativity of household heads. #

Bill Cadge Joins NC&K

William Cadge, formerly an art director with *McCall's,* has joined Norman, Craig & Kummel, New York, as senior art director.



GO TOGETHERS—*Mannequin shoes and American Airlines will tie in with this color spread in Glamour, Seventeen and the New York Times Magazine. Mervin & Jesse Levine, Mannequin's agency, developed the campaign.*

British Shell to Concentrate Automotive Product Advertising at Mather & Crowther

LONDON March 30—Shell's British marketing subsidiary will shortly concentrate all advertising of Shell automotive products in one agency—Mather & Crowther (AA, March 27).

This will pave the way for a coordinated campaign promoting lubricating oils, gasoline, antifreeze and other Shell automotive products.

At present, Shell automotive products are split—with other Shell business—between Mather & Crowther and Colman, Prentis & Varley. But it is understood arrangements are in hand to pull some $700,000 worth of this business out of the Colman shop and integrate it with Shell automotive advertising now with Mather & Crowther.

This will bring Shell advertising in Britain closer into line with the policy adopted some years ago by B.P. (British Petroleum), the other "half" of the British marketing company, Shell Mex & B.P. Ltd. In that case, the major part of B.P. advertising was concentrated with S. H. Benson Ltd.

■ No official—or unofficial—announcement has yet been made, and Shell advertising chiefs are meeting all questions at present with "no comment—at this stage."

But it is understood that among the product accounts which will be switched from Colman to Mather are: Shell anti-freeze, Shell oil, Shell lubricating service, and Shell Two-Stroke gasolines (these are designed for motorized scooters and bicycles).

This would leave Colman with Shell & B.P. farm service, Shell & B.P. Prestige, and Shell & B.P. aviation service.

The switched accounts would be joining these Shell products at Mather: Derve heavy duty fuel, Shell gasoline, Shell aviation turbine fuel, industrial and marine oils, and Shellspark & Diesolite.

This new move will not affect any of the Shell international advertising handled by Colman, it is understood.

■ International advertising for Shell—Britain's largest industrial corporation and, on a sales basis, fourth largest in the world (behind General Motors, Standard Oil of New Jersey, and Ford)—has done much to fuel the growth of Colman overseas. The agency has 14 overseas offices and foreign billings of $25,200,000, greater than the total billing of all but a few of the biggest agencies in Britain.

Rumors that something was afoot in the Shell advertising department have been common currency in London advertising circles in recent weeks. Some of them have been highly imaginative. The hottest tip was that Shell was planning to enter into a fee-basis agreement with its British agencies on the lines of that hammered out by Shell and Ogilvy, Benson & Mather in the U.S.

Spokesmen for the agencies handling Shell product advertising and B.P. product advertising said today that no such arrangement had even been discussed.

■ There appeared to be no connection between the recent appointment of OBM to handle Shell advertising in the U.S. and the moves now afoot in London.

One sidelight of the moves, however, is that the Ogilvy brothers now ride high on Shell on both sides of the Atlantic. Francis Ogilvy, elder brother of David Ogilvy, is managing director of Mather & Crowther, which still retains a minority interest in OBM. #

Alcoholic Beverage Ads in Magazines Decrease in 1960

NEW YORK, March 28—Alcoholic beverage advertising was down fractionally in three of the top 10 magazines last year, according to a survey just released by *The New Yorker.*

Life, The New Yorker and *Time* shared the loss. All the others gained, with the largest increase (49 pages, or 33.56%) chalked up by *U.S. News & World Report.*

Life showed the biggest decline—74 pages, or 20.27%, down from 365 pages in 1959 to 291 last year. *The New Yorker* dropped 60 pages (7.19%), down from 834 in 1959 to 774 last year. *Time* dropped 27 pages (9.47%) to 258 pages last year.

"All general magazines" dropped a mere 16 pages from the 4,394 in 1959. A total of 3,420 (three more than in 1959) was for liquor advertising exclusive of wine and beer.

■ Following is the page count for liquor ads in the top 10 magazines:

	1960	1959	Changes Pages	%
The New Yorker*	774	834	—60	— 7.19
Sports Illustrated*	323	308	+15	+ 4.87
Life*	291	365	—74	—20.27
Newsweek*	269	257	+12	+ 4.67
Time	258	285	—27	— 9.47
Gourmet	254	249	+ 5	+ 2.01
Cue	241	240	+ 1	+ .42
Holiday	233	223	+10	+ 4.48
Ebony	226	203	+23	+11.33
U.S. News & World Report	195	146	+49	+33.56
Total Pages for Top 10	3,064	3,110	—	—
Total All General Magazines	4,378	4,394	—16	— .36

*Total represents national advertising plus sectional at reduced decimal equivalent.

THE NEW 707 ASTROJET* JET AGE: STAGE II

Now offered in regular transcontinental passenger service, American Airlines' new 707 Astrojet brings you a new standard of jet performance by the airline that's *first choice of experienced travelers.*

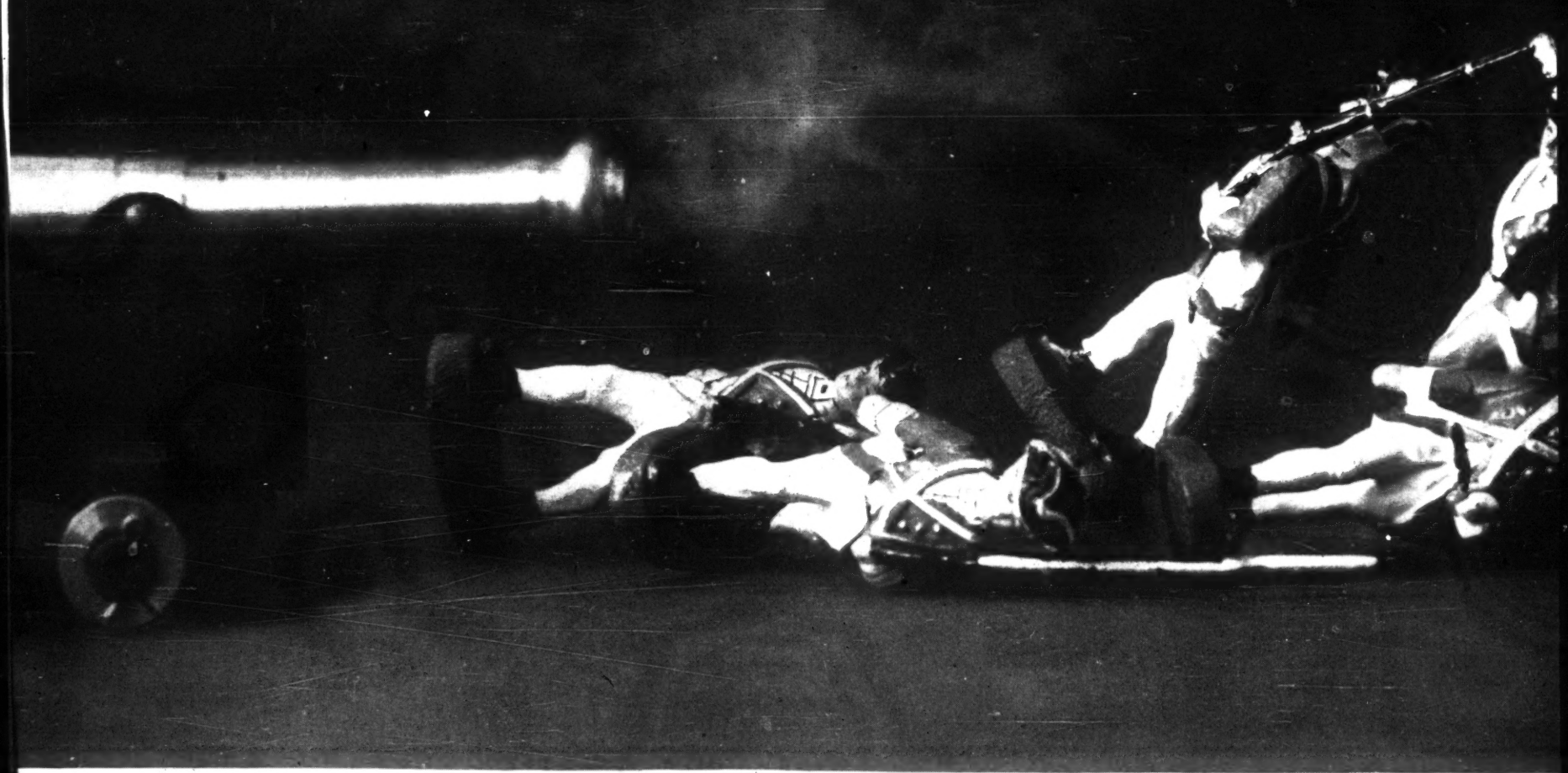
Powered by revolutionary new Jet-Fan engines, the 707 Astrojet greatly outperforms all other airliners. It takes off more quickly, uses far less runway than the best of standard jets. Aboard it, you experience a wonderful feeling of confidence as the Astrojet climbs swiftly to cruise easily, smoothly, within the transonic range—faster than any other jetliner in the world.

In keeping with its 25-year tradition of leadership, American is proud to be first in bringing you this new dimension in jets—this historic new era in air travel.

AMERICAN AIRLINES

America's Leading Airline

*Service mark of American Airlines, Inc.



there is nothing harder to stop than a trend

And the audience trend this season is to ABC-TV.

How did the industry fare, audience-wise, this season as against last year? How did the individual nets make out?

Compare the figures in the current National Nielsen TV Feb. II Report* with the similar Nielsen period a year ago—and you have the answer to both questions.

Total U. S. television homes are up 1,700,000—a gain of 4%. But *only* ABC tops this gain with a healthy 9% boost of its own. The other two nets are *behind* the industry gain.

In average audience, as the chart charts it, ABC is the *only* net to show a gain. The other two nets are off.

Trend? What else?

	HOMES DELIVERED (% GAIN OR LOSS OVER 1960)	AVERAGE AUDIENCE (% GAIN OR LOSS OVER 1960)
ABC-TV	+9%	+5%
NET Y	+2%	–1%
NET Z	+3%	–1%

ABC Television Network

*Source: Nielsen National TV Report, 2 weeks ending February 19, 1961 vs. similar period 1960. Average Audience 6-11 PM Monday through Sunday. All sponsored programs.

The Editorial Viewpoint . . .

Advertising and Reserves

It is interesting that last week ADVERTISING AGE reported a plan of the Assn. of Industrial Advertisers to revive a proposal to make reserves for advertising possible under the U. S. tax laws.

Under this plan—or at least under the plan which was originally suggested by Alpheus Beane, then a partner in Merrill Lynch, Pierce, Fenner & Beane, to the Assn. of National Advertisers in 1947—companies would be permitted to set aside reserves for advertising and get tax credits for the money thus set aside, even though all of it might not actually be spent on advertising in the year in which the reserve was set up.

It is interesting, also, that last week Morris Goldman, of the accounting firm of J. K. Lasser & Co., which has long specialized in publishing accounting, told the National Business Publications meeting, in reporting on the outlook for business publishers, that advertising still seems to lag about six months behind the general economy in its reactions. That is, the ups and downs of advertising volume seem to follow, by about six months, the ups and downs in the general business picture.

What this means, of course, is that in a sense advertising investments tend to accentuate the swings of the business cycle, and to follow them, rather than to lead in their correction. If advertising expenditures lag six months or more behind the general economy, this factor tends to prolong business downturns at precisely the time when it should be working to end such downturns. Instead of taking a leading role in keeping the economy on an even keel, advertising is following along behind the ups and downs of the business cycle.

This is precisely the condition that reserves for advertising are designed to correct, by providing tax deductions for advertising dollars beyond the immediate need which are put aside in good times, so that they can be available for expenditure when times are not so good.

If advertising is the economic accelerator which all of us profess to believe it is, then counter-cyclical advertising expenditures will help mightily to keep the economy on an even keel. And the recognition by the U. S. Treasury of the principle of reserves for advertising will serve to put the system to work.

There are a great many problems to be solved, and some disadvantages to setting up such reserves. But in any case the idea of advertising reserves ought to be fully and adequately explored.

We are pleased, therefore, to see the AIA move in this direction, and we hope other associations, organizations and individuals will cooperate to discuss the idea thoroughly, and will not take rigid positions opposing advertising reserves without complete current exploration of all the advantages and disadvantages.

Those Television Ratings

A report developed by three members of the American Statistical Assn. for the House committee on interstate and foreign commerce has indicated that the radio-television rating services are statistically sound, but that perhaps advertisers and broadcasters are not making the best possible use of them.

This will, of course, surprise no one in advertising or broadcasting, no matter how surprising it may be to some congressmen.

It is rather strange how much argument and discussion there has been in Congress about the statistical validity of the sampling operations upon which all rating services—and all opinion polls—are based. The idea that a small sample can measure with reasonable accuracy the opinions or the actions of a large group of people seems completely unacceptable to many people, and especially to many congressmen. Yet "feeling the pulse" of the people, or "getting a cross-section of opinion" is a form of sampling which has been common since the mind of man runneth not to the contrary. The only difference is that the sampling and the questioning now are—thanks in large part to experts in the Bureau of the Census—much more reliable statistically than they once were.

The basic radio-tv problem, of course, is that congressmen and numerous others simply refuse to believe—or remember—that radio and television are the acme of mass media, so to speak, and that the tastes and desires and stated beliefs of this or that minority group have little relation to reality.

They also refuse to believe that advertisers and agencies, in particular, are not engaged in a deep-dyed, deliberate plot to downgrade the listening and viewing habits of the American people. We keep telling them that if there are more westerns on the air than warblers of operatic arias, and more ghastly trash than Greek tragedies, it is not because advertisers have any inherent interest in one or the other, but only because the public watches or listens to one in preference to the other, and the advertisers are interested in reaching the largest possible segment of people.

This seems simple enough, and it is simple enough. But if the rating services show this, then a substantial number of congressmen, plus substantial numbers of other people, refuse to believe that such services can be either honest or reliable. Perhaps this latest report will help, but we'll be surprised if it stops the attacks on the reliability of rating services.

Gladys the beautiful receptionist

D. M. Rosenthal, Packaging Corp. of America, Chicago.

"I think that Coldene ad would have more realism if it ended—'Get up yourself, you're not crippled.'"

What They're Saying . . .

No Thinking Man's Market

Are you puzzled by modern economics? Does the stock market baffle you? If so, you probably belong to the older generation which, even when emerging from the caves, had trouble adjusting to new conditions and new "frontiers." A fellow-wanderer recently posed this question: "How come the stock market goes up when business is bad, earnings are declining and dividends are being cut?" This is the kind of reactionary, unimaginative thinking that retards progress, bursts bubbles and sometimes even restores sanity.

However, if you are beset by similar doubts, maybe we can help explain this paradox. You, too, can get into orbit by following a few simple (and we use the word advisedly) rules. First off, don't let anyone confuse you with statistics—or logic. Both are obsolete. Economics is one field where the less you know the better. A little knowledge is dangerous, as the poet said, but a lot of knowledge may be downright disastrous. Just play it by ear. This is not a thinking man's market.

From Arizona Progress, publication of the Valley National Bank, Phoenix.

Ah Progress!

"Boy, they're really piling it on us," says a father of nine. "The next question we're hit with will be, 'Pa, can I have a buck to watch pay television'?"

From an editorial in the Springfield, Mass., Union.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

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ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

A *Post* writer, reviewing Minnesota's past, present and future, was guilty of a glaring omission—its 1961 entries in the big leagues of baseball and football.

•

The same author closed his piece about Minnesota with a reference to the land of sky-blue waters, indicating once more how advertisers contribute to the enrichment of song and story.

•

Midwestern readers of a newspaper air transport ad understood perfectly what was meant by the apparently impossible proposal in the headline, "Fly Northwest to Florida."

•

The FTC, in moving against makers of Anacin, Bufferin and two brands of aspirin, has given these successful pain relievers their own private headaches.

•

Automobile manufacturers have finally got the word. They are letting the customers know they can climb in and out of the new cars without knocking their hats off.

•

The NAB's proposed toy tv advertising code would avoid suggesting that if a child has a toy, he "betters his peers," or, lacking it, invites their contempt or ridicule.

The status seekers are starting early.

•

The life of an advertiser is getting more and more complicated. Liggett & Myers dropped "The Untouchables" because the longshoremen's union threatened to quit handling the products if it remained a sponsor.

•

A radio station group says it is "the media that reaches and sells" the consumers in its market.

The group may be plural, but its grammar can be described only as singular.

•

Postal rate problems faced by the new Postmaster General are connected with the fact that every rate increase is immediately absorbed by a wage increase. He can't win.

•

"Published author available for booklets, speeches, feature stories, articles," says a classified ad.

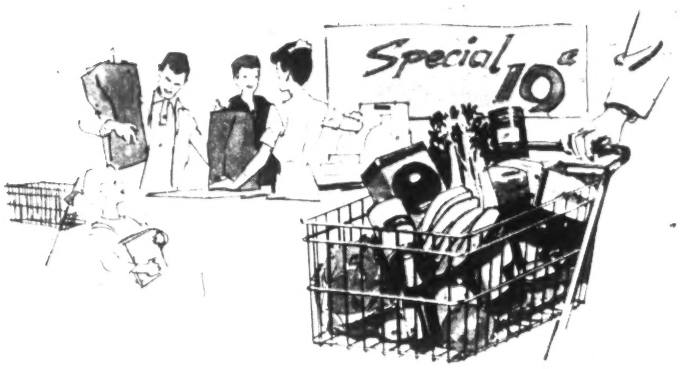
Naturally his speeches aren't published under his own name.

•

A newspaper looking for a promotion man offers "good salary, private office, generous benefits."

Can he pick his own secretary?

COPY CUB.



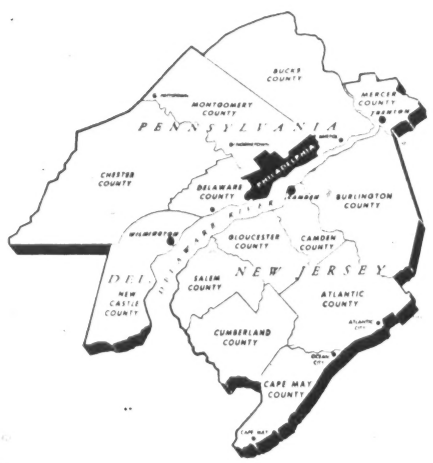
63 PERCENT

OF DELAWARE VALLEY'S

FOOD SALES

ARE MADE

IN THE SUBURBS



The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

WHY DID **Purchasing Week**

OF ANY BUSINESS PAPER IN THE

1. BECAUSE MORE COMPANIES RECOGNIZE THAT UNDER TODAY'S MARKETING CONDITIONS YOU MUST GET YOUR BEST SALES STORY ACROSS TO THE PURCHASING EXECUTIVE. As "Sales Management" said in a recent article, "the industrial companies that make a good showing in 1961 will be the ones that know – and are ready to meet – all the demands of the purchasing agent."

get your best story across to purchasing

**Source: Advertising Volume in Business Papers, Industrial Marketing, March 1961 issue.*

SHOW THE BIGGEST PAGE GAIN

FIRST TWO MONTHS OF 1961?*

2. BECAUSE PURCHASING WEEK IS GEARED TO THE NEEDS OF TODAY'S PURCHASING EXECUTIVE. PURCHASING WEEK, with the largest editorial staff in the field, serves all information needs of today's purchasing executives – news, price trends, products and materials, and methods. Result? PURCHASING WEEK has more paid-up-to-date purchasing agent subscribers.

executives now in

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 West 42nd Street, New York 36, New York

number 8

CONVERSATION PIECES FOR PRODUCTION PEOPLE

The Color Process Engraver who is qualified by experience and a record of achievement is expected to come up with a "faithful" reproduction. Often he is assisted by suggestions from production and art department personnel in the advertising agency.

It would be a great help, however, if there was a wider understanding of the several limitations which control the engraved result.

To be realistic, it is impossible to match all the continuous tones in color prints, transparencies and original paintings by screen or dot distribution of four specified inks printed wet, one over another, on publication stock.

HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13
HM

Expert pre-correction in correlation with powderless etching of copper originals

Information for Advertisers

KCBD-TV, Lubbock, Tex., has published a market data folder giving counties, population, households, estimated buying income, sales figures for total retail, food, automotive, apparel, gas stations, drugs and general merchandise, plus total farm income and number of farms, in its coverage area.

• The 1961 edition of the "Working Press of the Nation" has been published by the **National Research Bureau.** Offered on a 10-day free inspection, the directory includes names of key executives, editors and their assistants. Personnel are listed under more than 100 different news classifications for newspapers, magazines, radio and television stations. Priced at $49.50 for the three volume set, or $25 per volume, the directory is available from the National Research Bureau, 415 N. Dearborn St., Chicago 10.

• Copies of the 11th annual beer and ale survey of beverage distributors and retail licensees are available from the Research Department, **Philadelphia Inquirer.**

• "The Boom at the Top," a 12-page report on the institutions market which explores the institutional feeding industry and charts the diversification taking place in this field, reprinted from its January issue, is available from **Institutions,** 1901 S. Prairie Ave., Chicago 16.

• The "North Suburban Street Address Directory," listing more than 197,000 families and businesses in Chicago's northern suburbs, has been published by **Reuben H. Donnelley Corp.** The directory lists names and telephone numbers in order of street addresses. Each of the 30 sections of the directory is introduced by a map and street guide of the area covered in the section. Additional information may be obtained from Reuben H. Donnelley Corp., Street Address Directory Division, 407 E. 25th St., Chicago 16.

• "Redbook Magazine's 1961 Appliance Survey," which includes an extensive breakdown on makes of appliances now owned and to be purchased, has been published by **Redbook,** 230 Park Ave., New York 17.

• Population, spendable income, retail sales, food store sales, automotive sales, drug store sales and liquore store sales of the Texas Group, comprised of the *Beaumont Enterprise & Journal, Dallas Times Herald, Ft. Worth Star-Telegram, Houston Chronicle, San Antonio Express & News, Corpus Christi Caller-Times* and *El Paso Times & Herald Post*, are included in a market data brochure, available from the **Branham Co.,** 99 Park Ave., New York. #

DX Farm to Air Interviews With Agriculture Secretaries

DX Farm Information Center, Chicago, will broadcast exclusive interviews with all five living ex-secretaries of agriculture, climaxed by an interview with the present Secretary, Orville Freeman. The interviews, to be broadcast April 10-21, on the DX Farm Network stations, will deal primarily with the current farm surplus problem and each guest will be asked how he personally feels about farm surpluses, and how the problem can best be solved. The program is sponsored by DX Sunray Oil Co., Tulsa.

New Repro Report Out

The joint committee on magazine advertising reproduction set up by the American Assn. of Advertising Agencies and the Magazine Publishers Assn. has issued a report with revised ad preparation standards for quality magazine reproduction. "Report No. 4," which deals with letterpress wet printing, replaces the committee's recommended standards issued in 1951. Copies may be obtained without charge from the Four A's, 420 Lexington Ave., New York.

Kohler, Pickering Affiliate

Albert A. Kohler Co., Old Greenwich, Conn., and Pickering Advertising, Oakland, Cal., have entered into an east-west affiliation for clients to have agency services available on opposite coasts.

TRUST

The Bulletin *is* Philadelphia—familiar as the Liberty Bell or the New Year's Day Mummers' Parade.

Whether it's reviewing the world-famous Philadelphia Orchestra's performance of a Chopin concerto, or reporting on the dramatic redevelopment of historic Society Hill, Philadelphians *trust* The Evening and Sunday Bulletin for accurate news of their neighbors, accurate news of the world.

From Independence Hall to the Main Line, from Bucks County to Atlantic City—in the Greater Philadelphia market—*trust* has helped make The Bulletin Philadelphia's leading newspaper. When you buy The Bulletin you buy more than top-rated circulation and readership . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

Why do HOUSE BEAUTIFUL advertisers "come in bunches"?

"measurable results... unbeatable coupon returns...enthusiastic dealer and distributor reaction"

say Charles H. Albin, Managing Director and Jule R. von Sternberg, A.I.A., Publishing Director of SHOW-HOUSE

A Word about SHOW-HOUSE... A unique organization, a unique format—both descriptions fit SHOW-HOUSE. During the past decade, this company's sole function has been to coordinate nearly 100 home product promotions! This reproduction of the current SHOW-HOUSE ad shows how four advertisers are featured in every room setting in a full-color spread, yet each advertiser retains complete individual identity.

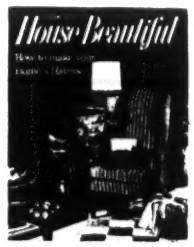
Why is Show-House exclusive in House Beautiful in the quality home field? Hear what Mr. Albin and Mr. von Sternberg say: "We have scrutinized the results and reached this conclusion: House Beautiful and stellar performance are synonymous!

"This is why we are currently embarking upon our fourth year in House Beautiful...our Show-House #94 will appear in your April issue... and additional multi-page 4-color ads in this series will follow.

"As a company that specializes in coordinating multi-sponsored advertisements in magazines, Show-House must be certain that the most productive magazines are used. In serving over 400 advertisers and agencies we must be able to report measurable results... and this is what House Beautiful helps us deliver!

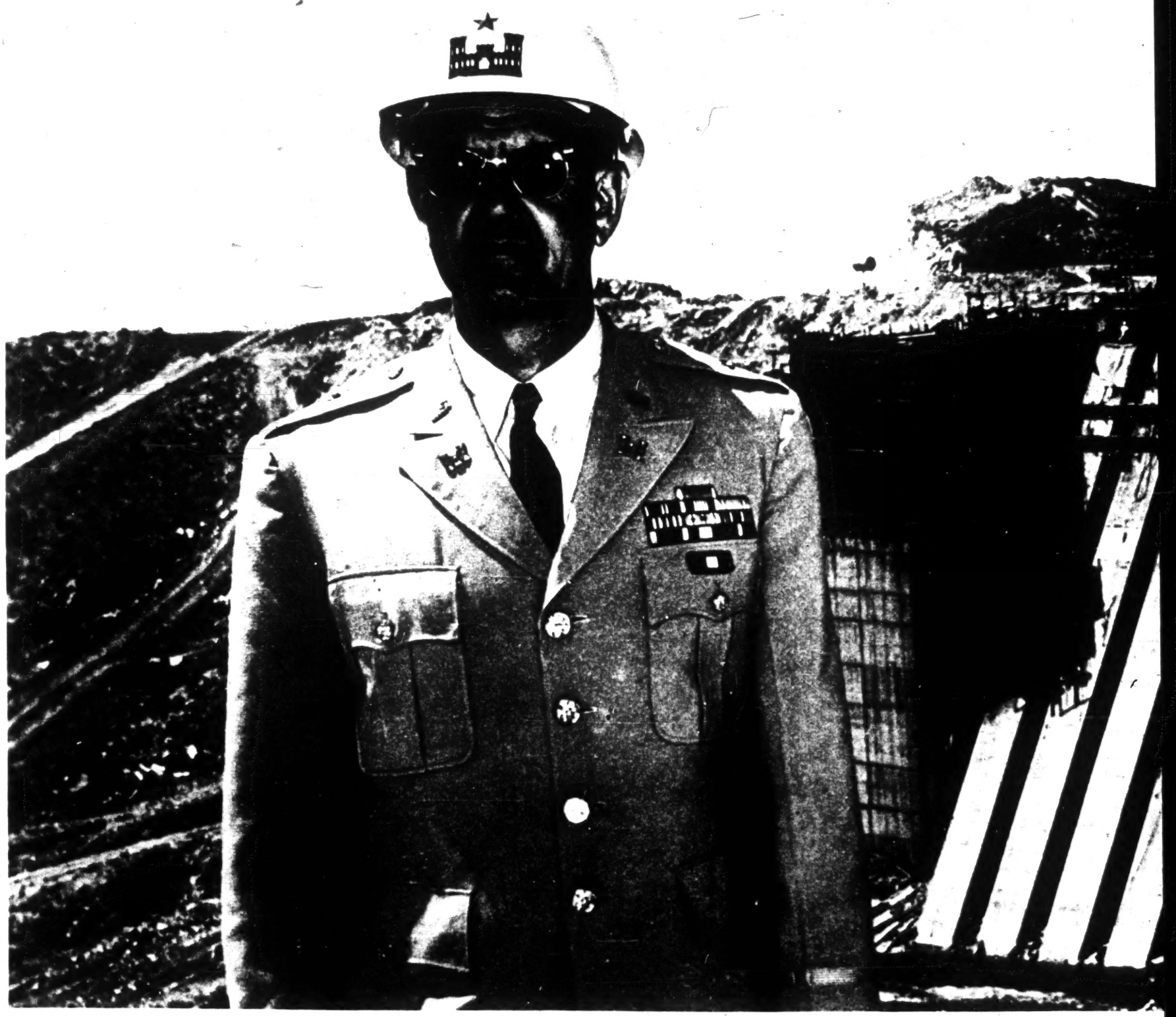
"On behalf of the 'bunches' of advertisers and agencies who use our Show-House program—Magnavox (McCann-Marschalk), E. L. Bruce (Greenhaw & Rush), Haeger (Western Advertising), Bridgeport Brass (Doyle, Dane, Bernbach), Sessions (Hicks & Greist), Waring (Graceman Advertising), Masland (Aitken-Kynett), Gulistan (Foote, Cone & Belding), and many others—we salute *House Beautiful!*"

Is there any more to say to any advertiser who wants "measurable results"? If you are that advertiser, let us show you how it is done... and why House Beautiful is, as always, first in its field in every way.



House Beautiful

A Hearst Selective Market Magazine • 572 Madison Avenue, New York

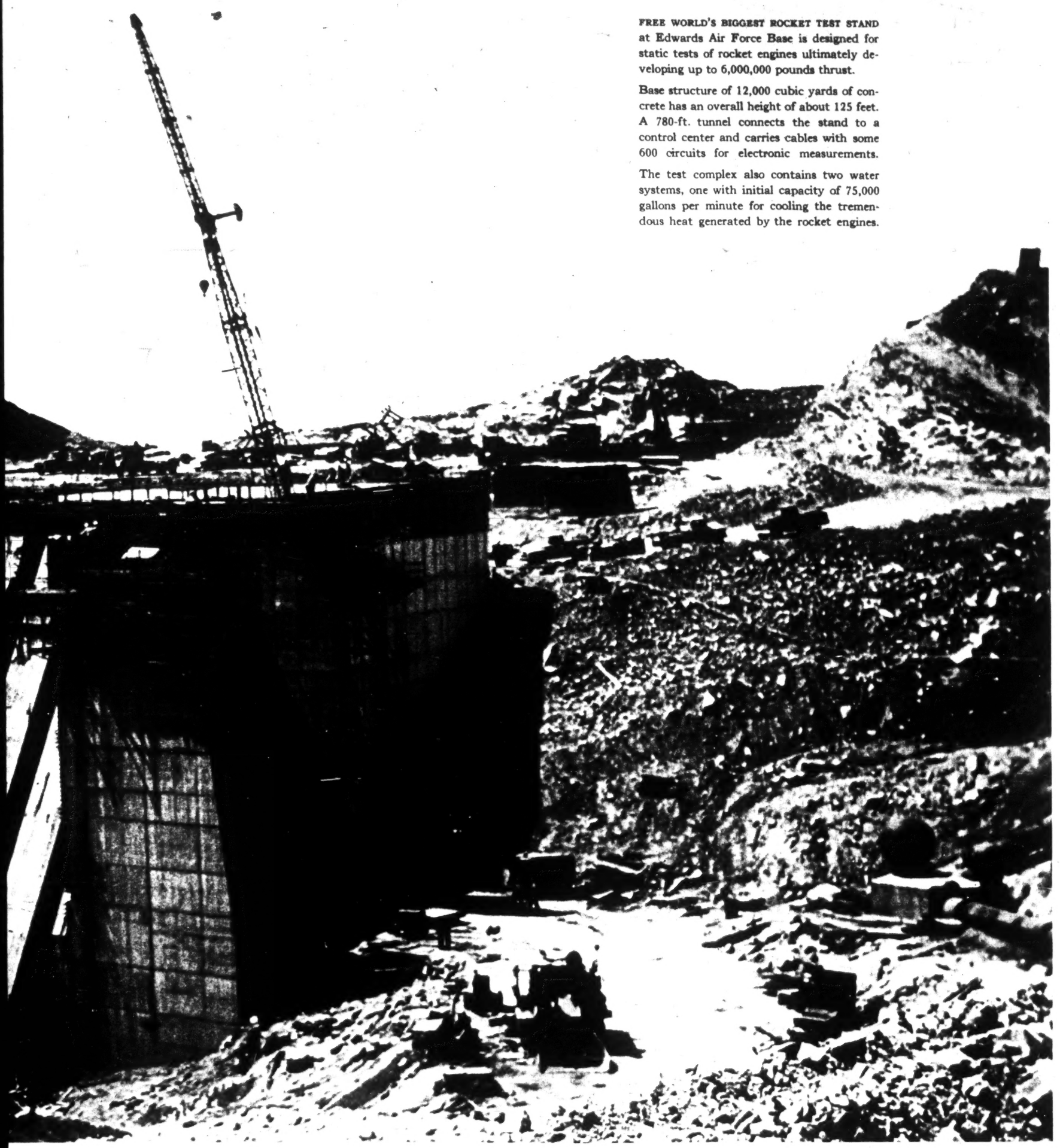


DYNAMIC, INSPIRATIONAL, INFORMED, SUCCESSFUL...

That's Brig. Gen. Robert G. MacDonnell, *Division Engineer, U. S. Army Engineer-Division, South Pacific, in charge of design and construction of missile-test installation at Edwards Air Force Base, California.*

The strange new shape blossoming in the desert behind him will soon be a landmark in the race for space. It's the U. S.'s biggest rocket-test stand, capable of withstanding the 3,000,000-lb. thrust of two huge Saturn rocket engines —part of the cluster of eight designed to land men on the moon. It's a project that calls for bold new design and construction ideas—and men able to turn them into reality.

Gen. MacDonnell, West Point '34, and holder of a Master of Science degree from the University of California, is an old hand at bringing new ideas to life—and in imparting them to others. Today he heads a construction agency of 18 officers and more than 3,000 civilian employees responsible for 54 Army and Air Force installations and 39 civil works projects in a program running to more than $150,000,000 a year. As Division Engineer, he directs programming, budgeting, financial and general management of all phases of these gigantic activities. He wears the



FREE WORLD'S BIGGEST ROCKET TEST STAND at Edwards Air Force Base is designed for static tests of rocket engines ultimately developing up to 6,000,000 pounds thrust.

Base structure of 12,000 cubic yards of concrete has an overall height of about 125 feet. A 780-ft. tunnel connects the stand to a control center and carries cables with some 600 circuits for electronic measurements.

The test complex also contains two water systems, one with initial capacity of 75,000 gallons per minute for cooling the tremendous heat generated by the rocket engines.

Legion of Merit, the Bronze Star Medal as well as the Army Commendation Ribbon.

Men like Gen. MacDonnell—the men under the hard hats who are everywhere building the future America—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news on the equipment, materials, machinery, money and manpower they need in their work. These are the men you reach when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET,
N.Y. 36, N.Y.

NEW CONSTRUCTION IN
TUCSON
OFF TO A FLYING START
IN '61

Major projects now under way include:

$80 million Titan Missile Complex
$6 million El Con Shopping Center
$4 million 11-story Phoenix Title Bldg.
$3 million 49er Country Club
$1½ million 9-story Redondo Tower Apts.
$1¼ million Wilmot Medical Center

The Arizona Daily Star
Morning and Sunday
Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Ford Launches Drive for New 6000 Farm Tractor

The tractor and implement division of Ford Motor Co., Detroit, is using national magazine, radio, tv and direct mail advertising to introduce its new 6000 farm tractor. The five-plow tractor, first six-cylinder model in Ford history, is the largest and heaviest ever built by the company. Four-color spreads are scheduled for the April issue of *Farm Journal*, *Progressive Farming* and *Successful Farming*. Tennessee Ernie Ford will promote the 6000 on both radio and tv spots, with 580 radio stations carrying the spots throughout the spring season. Meldrum & Fewsmith is the agency.

Speco Names Lloyd

Speco Inc., Schiller Park, Ill., has named M. W. Lloyd Advertising, Chicago, its agency, succeeding Mandabach & Simms, Chicago. Speco designs and makes equipment for meat processors and packers.

Coming Conventions

•Indicates first listing in this column.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

•Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Purex Boosts Warden

Purex Corp., South Gate, Cal., has appointed L. K. (Bud) Warden manager of brand plans, a new post. Mr. Warden, formerly brand manager, joined Purex in 1956.

SCIENTIFIC AMERICAN

ANNOUNCES

A SAN FRANCISCO AREA SALES OFFICE

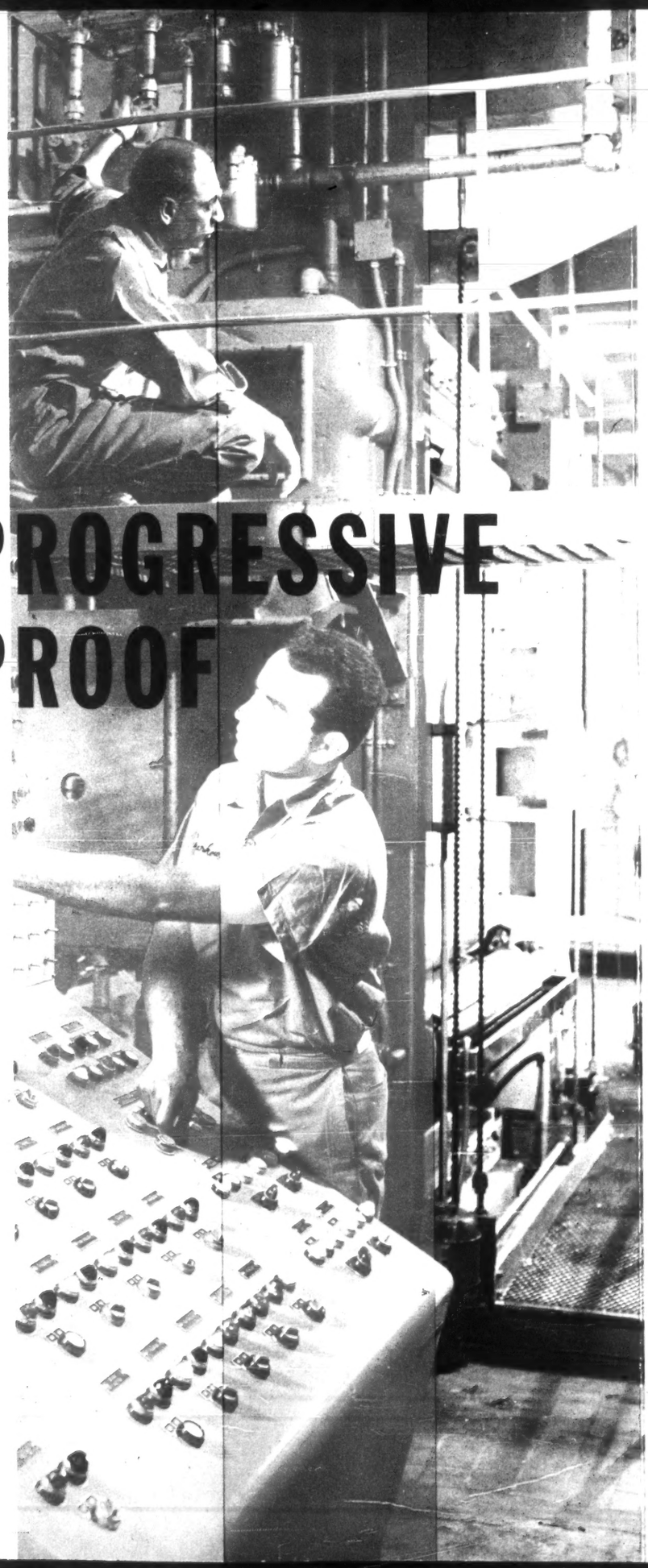
701 WELCH ROAD

PALO ALTO, CALIFORNIA

GERALD T. O'MARA, MANAGER

DAVENPORT 1-7945

SCIENTIFIC AMERICAN, INC. 415 MADISON AVENUE, NEW YORK 17, N.Y.
CHICAGO 333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
CLEVELAND 850 EUCLID AVENUE, CLEVELAND 14, OHIO
WEST COAST 493 SOUTH ROBERTSON BOULEVARD, BEVERLY HILLS, CALIFORNIA
SOUTHEAST P. O. BOX 171, ST. PETERSBURG 31, FLORIDA
LONDON REGENCY HOUSE, 1 WARWICK STREET, LONDON W.1, ENGLAND



PROGRESSIVE PROOF

"I am delighted to have a chance to appear with you today, Eddie. You represent a very able and responsible union and that union of yours has a long and distinguished history—and I say that after having been in the Labor Committees of the House and Senate for 14 years."

JOHN F. KENNEDY

(November 2, 1960, in a television program, "ECONOMIC GROWTH", with Edward Swayduck, President, Local 1, Amalgamated Lithographers of America.)

A TRADITION OF FRATERNITY AND CRAFTSMANSHIP SINCE 1882

Founded in 1882, the Amalgamated Lithographers of America adheres to the principle of service to its membership and the Lithographic Industry at large.

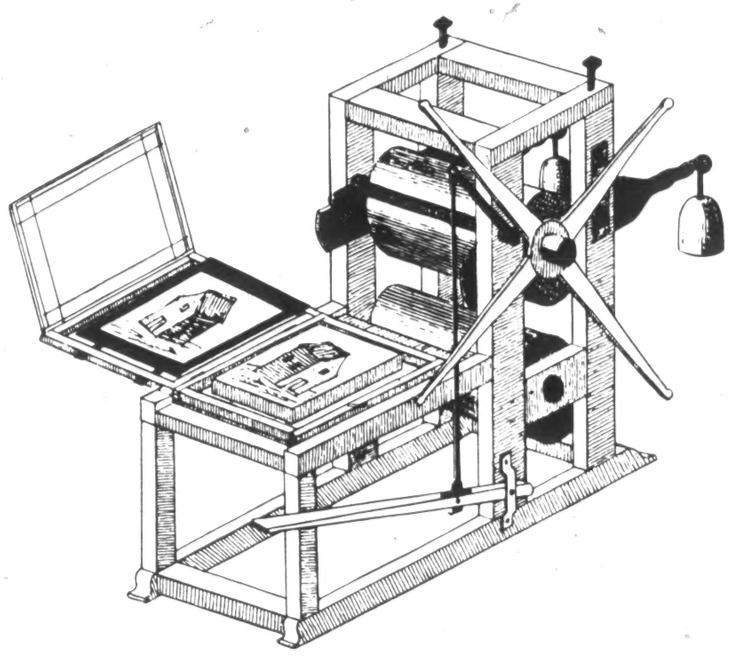
All officers must be skilled craftsmen themselves. They are elected by sealed ballot referendum of the local rank and file membership.

Local 1, founded in 1882, carries forward this tradition of union democracy in the metropolitan area of New York. Here more than 8,000 ALA members serve the varied and exacting needs of the world's largest concentration of publishing, communications, and graphic arts enterprises.

AMALGAMATED LITHOGRAPHERS OF AMERICA

Local 1 · Edward Swayduck, President · 113 University Place, New York 3, N. Y.

Design: Robert Hallock Photography: Robert Emmett Smallman Lithography: Parish Press by members of Local 1, ALA



PROGRESSIVE PROOF: for eight decades, from the "stone age" to the latest high-speed, electronically controlled, multicolor web-fed lithographic presses, the Amalgamated Lithographers of America has built a rich heritage and a tradition of craftsmanship.

Keystone to the ALA philosophy is its unwavering belief that a good craftsman is good economy. In more than 3,000 ALA shops throughout North America and Hawaii, the ALA is continuing and enlarging its long standing program of in-plant training and technological education for its members.

PROGRESSIVE PROOF: lithography is the fastest growing method of reproduction in the graphic arts.

Typical is the new web offset installation (right) going into Parish Press in New York, a Local 1, ALA shop. The makeready is a matter of hours vs. days by other methods.

Superior quality work is on its way to the customer while other reproduction methods are still in makeready. There are no disappointed customers.

PROGRESSIVE PROOF: the Amalgamated Lithographers and the industry have worked together honing the skills and nurturing their knowledge of technology and automation. The continuing result: *higher quality, greater production, lower costs.* Whatever your needs—packaging or publishing—specify progressive lithography.

Along the Media Path

WPOP, Hartford, is helping solve the unemployment problem through special public service spots describing specific job vacancies. The series features 25 one-minute spots each week, plus two five-minute programs.

• Effective with its February-March issue, **Handling & Shipping** will carry official articles of the National Assn. of Shipper-Motor Carrier Conferences.

• **WORL**, Boston, and Irish International Airlines recently combined efforts to bring WORL listeners shamrocks from Ireland. Fresh shamrocks were flown to Boston by the Irish airline and sent to listeners who had sent in self-addressed envelopes.

• "Your Best Days & Nights for Grocery & Drug Spots on TV, Third Edition," a study evaluating the most advantageous mid-week day and evening spot tv buys in important markets throughout the country, is available from **Avery-Knodel**, 720 Fifth Ave., New York 19.

• The 1961 National Headliners Club award for journalistic achievement "for consistently outstanding coverage of local news events on radio," has been presented to **KMOX**, Dallas.

• On March 17, Reeves Bros., New York, ran a four-color insert featuring Curon foam in the **New York Daily News Record**, men's apparel publication. The ad featured a swatch of the foam laminated to a worsted jersey, marking the first newspaper ad swatched with fabric.

• Top winners of the 1961 Best Metalworking Catalogs competition, sponsored by **Metalworking**, were National Acme Co., Air Reduction Co., Sheffield Corp., Aluminum Co. of America and A. H. Nilson Machine Co. Awards were given for best catalogs in machine tools, metalworking equipment; tools and gauges; parts, materials and supplies, and metal forming equipment.

• Garcia Corp., New York, will run a 16-page, four-color accordion gatefold in the April issue of **Outdoor Life**.

• **Cue** has published its "1961 Cue Restaurant Guide," which contains a listing of more than 1,000 restaurants and hotels in and around the New York metropolitan area. Additional information may be obtained from Herb Silverman, promotion manager, *Cue*, 20 W. 43rd St., New York 36.

• **KABL**, San Francisco, recently delivered loaves of sourdough French bread to more than 700 time buyers, media directors and agency account executives in New York to promote the point that KABL is as much a part of the Bay Area as sourdough French bread.

• The **Miami News** has been awarded a "Blue Ribbon for Performance," for its effort in publicizing the Dade County 1961 Youth Fair from the Youth Fair Board of Directors.

• **ABC-TV**, New York, has published a brochure containing data on its daytime programming, merchandising opportunities, commercial dispersion, rates and big bonus incentives.

• **WXEX-TV**, Richmond, has launched a new merchandising plan with 108 member stores of the Richmond Pharmaceutical Assn. in connection with its current institutional advertising campaign for the association. Member stores have agreed to display products of WXEX-TV advertisers in specially designed racks placed adjacent to each store's cash register.

• **Department of New Laurels:** **Argosy** carried 28,126 lines of advertising in the first quarter of 1961, a 14.1% gain over the 25,245 lines carried in the same period in 1960. #

on the green in one with the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

How WHO-radio services aid food advertisers in America's 14th LARGEST radio market!

Feature merchandising services offered in high-traffic food stores!

WHO-Radio's Feature Merchandising Services provide *unmatched in-store attention* for the products of qualifying advertisers.

These outstanding services are performed in *high-volume* chain and independent supermarkets in every city and town of over 5,000 population, in 28 of Iowa's most heavily-populated counties. These counties account for 46% of all retail food sales in Iowa!

Experienced staff members make a minimum of *480 store calls* for your products over any 13-week period. They work with grocers to assure that your products get maximum facings, better shelf positions, 50 one-week displays of suitable products, and 24-days of Bargain Bar participation.

50,000-watt WHO reaches 865,350 homes in 96 of Iowa's 99 counties *plus* a number of counties in neighboring states. Only 13 other stations in America offer you more audience or more buying power than WHO!

WHO-Radio is equipped and staffed to blend your advertising with professional, "big market" programming. Talk to your PGW Colonel soon about WHO Radio and America's 14th Largest Radio Market!

Sources: NCS No. 2 and Pulse, March, 1960.

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Type can whisper; Type can shout—
Bundscho knows what Type's about

Here Type Can SERVE *You*

J. M. BUNDSCHO INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Peoples Gas Launches Drive

Peoples Gas Light & Coke Co., Chicago, launched its first gas space heating sales campaign in Chicago in 20 years March 23 with ads in the *Chicago Tribune*, *Chicago Daily News* and the *Wall Street Journal*. Ads will also appear in the *Chicago Sun-Times* and *Chicago's American*. Neighborhood newspapers, trade publications, outdoor advertising and spot radio also will be used.

OAI Appoints Two

William F. Moore, formerly on the sales staff of Hearst Advertising Service, Detroit, has been named an account executive of Outdoor Advertising Inc., New York. Lynn Fairweather, formerly an account executive with Batten, Barton, Durstine & Osborn, San Francisco, has joined OAI as an account executive in the San Francisco office, succeeding James F. Cox Jr., who has resigned to reenter the publishing field.

Fitzsimmons Agency Moves

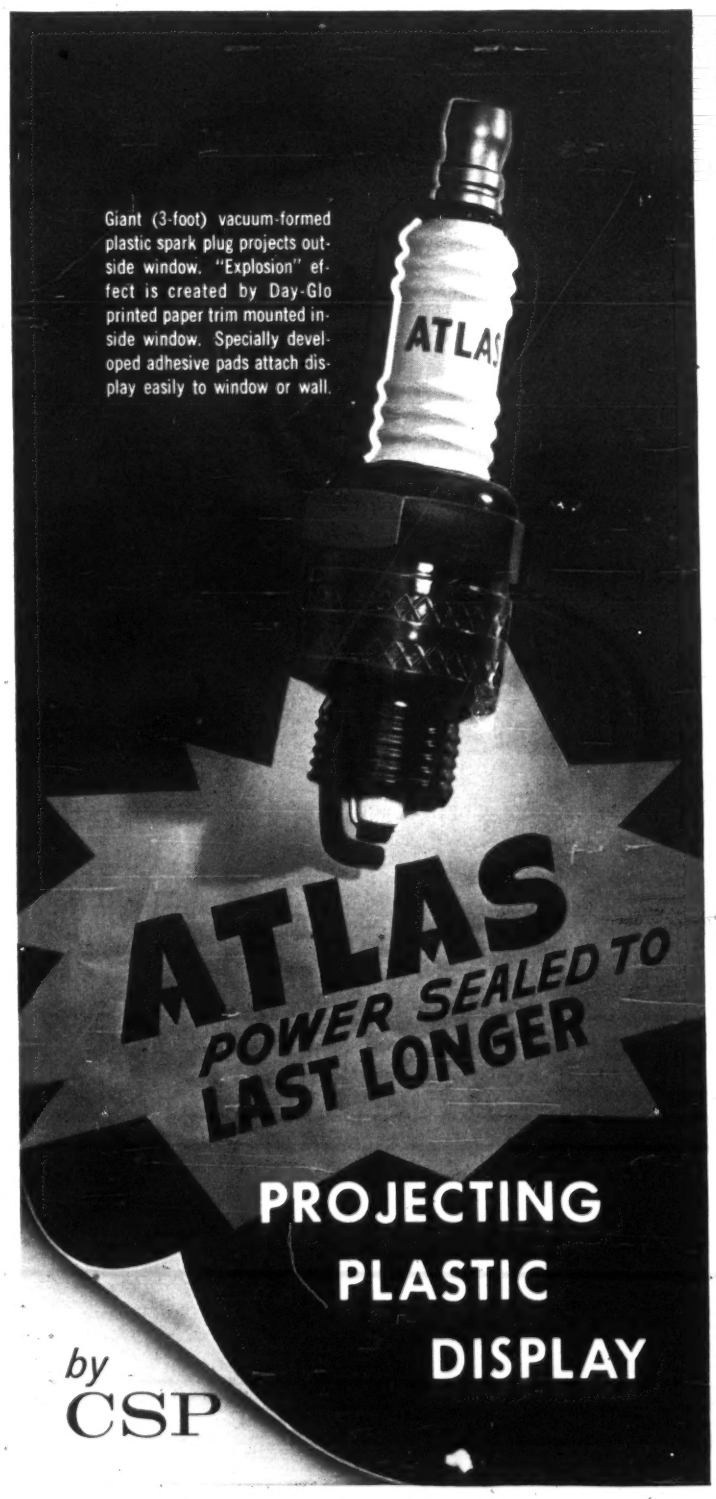
Donald F. Fitzsimmons Inc., New York, ethical drug advertising agency, will move May 1 to larger quarters at 122 E. 42nd St.

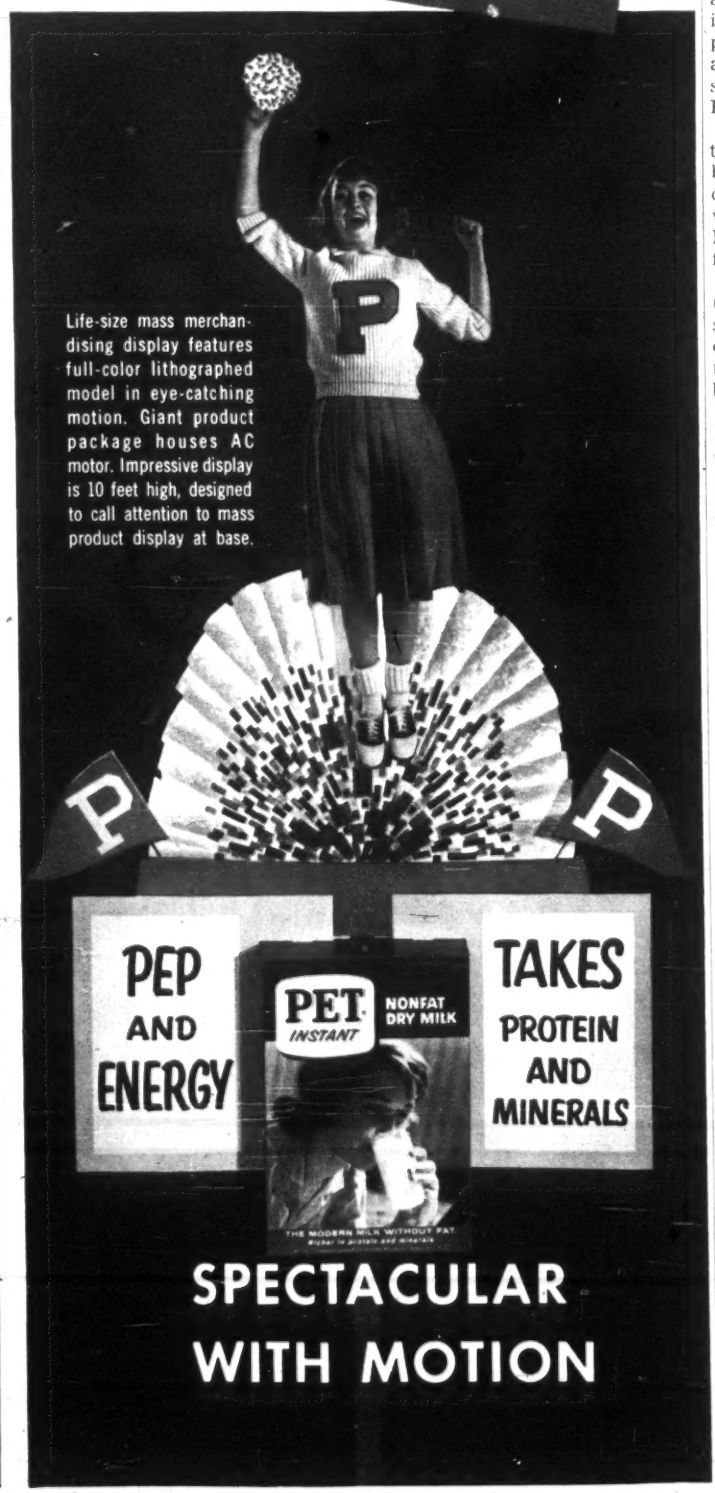
SELF-EXPRESSION—*A series of color pages in magazines and junior spreads in supplements for Super Kem-Tone and Kem-Glo paints will be angled at "the feminine desire for creative self-expression." Griswold-Eshleman is the agency.*

deas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities





Fabian Economist Urges Tax on Ads

LONDON, March 28—A Fabian Society pamphlet published here argues that advertising should be subjected to a special tax.

The pamphlet, the work of Max Corden, senior lecturer in economics at the University of Melbourne and formerly a research economist in London, also suggests there is plenty of scope for an inquiry into advertising on the lines recently suggested by Laborite legislator Francis Noel-Baker.

The pamphlet, "A Tax on Advertising," says it can be argued that by treating advertising as a current cost rather than as an investment, the Chancellor of the Exchequer is providing an interest-free loan to advertisers.

■ It suggests that it would be possible to levy a tax on advertising expenditure, though certain technical problems would first have to be overcome.

"There is a strong case for some kind of tax on advertising, even if only 10% or 20%—or limited to certain kinds, such as television—to finance a National Consumers' Council or Consumers' Protection Fund," Mr. Corden wrote.

He goes on to suggest that "about half of all advertising is of doubtful economic value and even if the economic effects of this half are not necessarily adverse, it is unlikely to be worth the cost."

■ But Mr. Corden concedes that an advertising tax would create unemployment, saying:

"If the advertising tax is at all successful it will reduce employment in the various industries connected with advertising—the papermakers, the advertising agents, and printers . . .

"It may also create unemployment in those industries whose sales are heavily dependent on advertising . . ."

But he contends the government, by spending the revenue collected by the tax, could create employment to offset this. #

De la Fuente to Harwood

Charles de la Fuente has joined Harwood Advertising Agency, Tucson, as creative director. Mr. Fuente was formerly director of recording of Walt Disney Music Co. and its commercial department, a division of the Buena Vista Film Distribution Co.

S-F-D Moves to Hoefer

S-F-D Laboratories, Union, N. J., electronics subsidiary of Varian Associates, Palo Alto, has appointed Hoefer, Dieterich & Brown, San Francisco, to handle its advertising.

IN 1960 THE HOUSTON POST LED ALL HOUSTON NEWSPAPERS IN FULL RUN (DAILY & SUNDAY) RETAIL GROCERY LINAGE

POST 2,625,370 LINES

CHRONICLE	2,614,264 LINES
PRESS	1,119,672 LINES

SOURCE: MEDIA RECORDS, 1960

THE HOUSTON POST

Houston's Largest Newspaper, Daily and Sunday

Represented Nationally by Moloney, Regan and Schmitt

CIRCULATION:
DAILY 218,013
SUNDAY 235,855

Topps Launches Drive

Topps Chewing Gum, Brooklyn, has launched the most extensive television advertising campaign in its history for Bazooka bubble gum. A saturation spot campaign is being run on children's shows on New York stations WNEW-TV, WOR-TV and WPIX. The schedule calls for an average of 20 spots weekly through the end of June. Topps is backing up its tv push with an all-out sales promotion program aimed at the retailer and wholesaler in the greater New York area. Wexton Co., New York, is handling the campaign.

3 Name Cole, Fischer & Rogow

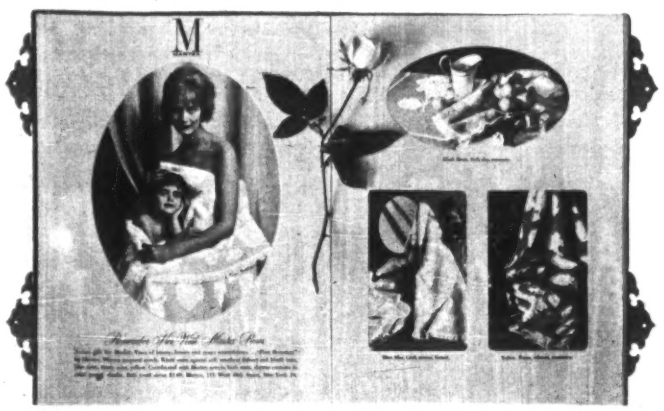
Santa's Village, Arcadia, Cal., operator of three recreation parks, has appointed Cole, Fischer & Rogow Inc., Beverly Hills, to handle its advertising. At the same time, Webb & Knapp has appointed the agency's New York office to handle advertising for University Apartments, Chicago, and Town Center Plaza, Washington. The New York office has also been named to handle advertising for Westchester Town House, Yonkers, N.Y., luxury motel.

Ingersoll Names Headen

Ingersoll Products division, of Borg-Warner Corp., Chicago, has appointed Headen, Horrell & Wentsel, Chicago, to handle advertising for its new motorized hospital bed.

St. Anthony MESSENGER

Circulation rising steadily
in number and value
but rates remain the same
JUNE ISSUE CLOSES APRIL 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE



MOTHER'S DAY—*A gilt-edged photograph album forms the background for Martex towels in this Mother's Day ad running at the end of April in House Beautiful, The New Yorker, New York Times Magazine and three Sunday supplements. Ellington & Co. is the agency.*

Continental Sets Drive

Continental Casualty Co., Chicago, will launch promotional drives in 21 major metropolitan markets to enroll persons 65 and over in a hospital-surgical protection plan April 5. Media used will include newspapers, radio, tv and direct mail. Target cities include New York, Newark, Chicago, Los Angeles, Long Beach, Minneapolis, St. Paul, Washington, Pittsburgh, Philadelphia, Detroit, San Francisco, Oakland, Boston, Cleveland, Miami, Houston, Portland, Ore., Cincinnati, Tampa and St. Petersburg. Under a newly adopted Continental policy, persons not now 65 may apply for the program at any time within 30 days after reaching their 65th birthday. George H. Hartman Co. is the agency.

'SI' Names Norwood International Ad Director

John Norwood, formerly associate European advertising sales manager of *Sports Illustrated*, New York, has been appointed international ad director of the magazine, a new position.

John Norwood

Mr. Norwood, who will work out of the magazine's New York office, joined Time Inc. in 1946, and was with *Life*'s sales staff from 1948 to 1954.

Carus Appoints Stral

Carus Chemical Co., La Salle, Ill., has appointed Stral Advertising Co., Chicago, to handle its advertising.

British Adman Seeks to Abolish Ban on 'Knocking Copy'

LONDON, March 28—The banning by the Independent Television Authority of detergent commercials which appear to compare the product advertised with one or more of its rivals (AA, March 13) has stirred agitation for abolition of the rule against "knocking copy."

The most prominent voice raised against the rule was that of Sinclair Wood, president of the Institute of Practitioners in Advertising. In a letter to *The Times*, he said:

"If motor car A achieves a higher mileage to the gallon than motor car B, it seems reasonable and desirable that its maker should be allowed to point out the fact in his advertisements. But he may not do so.

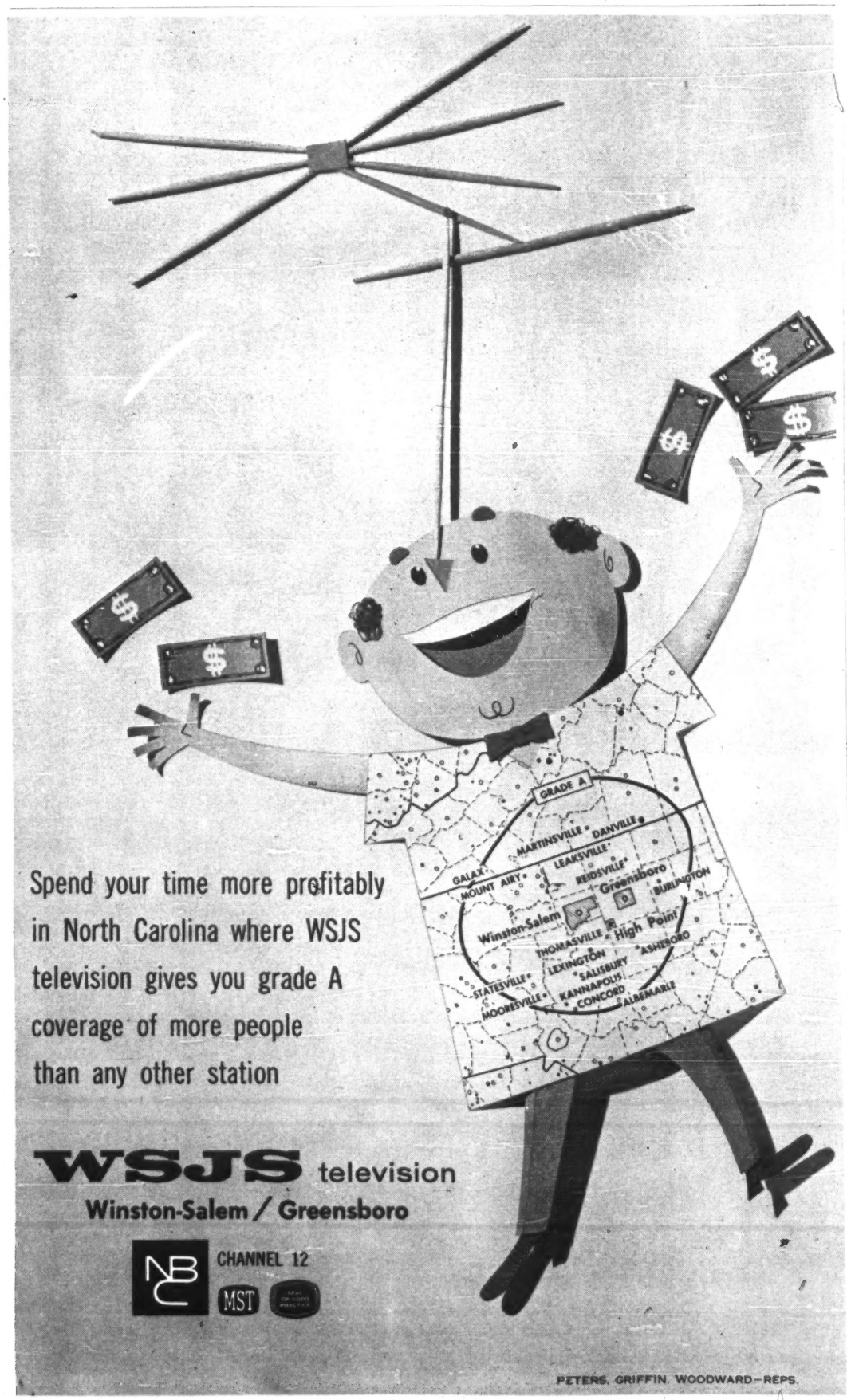
"It would be helpful if owners of the means of mass communication, printed and screened, could meet with advertisers and their advisers, and consider this question in the light of the part that advertising now plays in the nation's economic and social life.

"The public would benefit if they came to the conclusion that new days call for more liberal and realistic regulations—not an extension of out-dated ones."

■ This letter drew a reply from J. P. M. Fowle, secretary of the Advertising Inquiry Council, an unofficial body set up by a group of members of Parliament, including many critics of advertising.

Mr. Fowle wrote: "The ban on 'knocking copy' was adopted to protect one advertiser against another, but does nothing to help the consumer in his effort to compare the relative merits of the goods themselves.

"If advertisers were able to state clearly in what ways their own brand is superior to those of their competitors they would have an incentive to state simple and objective facts where now they are tempted to rely on innuendo, on 'hanging comparatives' and on irrelevant emotional appeal." =



The man from Cunningham & Walsh

How are pharmacies boosting cosmetic sales? Which lines move best in drug stores? Just ask copy supervisor Bill Gale. By working in-store, C&W men develop a retail-mindedness that's easy to spot in our advertising—and hard to top. It's why we believe the "Man from Cunningham & Walsh" program benefits our clients. Cunningham & Walsh Inc. Offices in: New York, Chicago, Houston, Los Angeles, San Francisco.

. . . this ad told

the story of 1960—

for 1961 the story

is one of

CONTINUING SUPERIORITY!

A couple of pages back you saw the ad above in full page size. It tells the dramatic story of the booming Houston Post and its retail grocery linage for 1960.

But today . . . right now . . . there's a more important and timely story to be told.

It's the story of continuing superiority in the food field.

During the first two months of 1961, THE HOUSTON POST, Houston's largest newspaper, daily and Sunday, led both other Houston newspapers in TOTAL RETAIL, TOTAL GENERAL AND TOTAL FOOD LINAGE.

MEDIA RECORDS GROCERY AND FOOD LINAGE, DAILY AND SUNDAY JANUARY AND FEBRUARY, 1961

	HOUSTON PRESS	HOUSTON CHRONICLE	**HOUSTON POST**
RETAIL	129,052	368,327	**396,132**
GENERAL	8,852	115,012	**129,818**
TOTAL	137,904	483,339	**525,950**

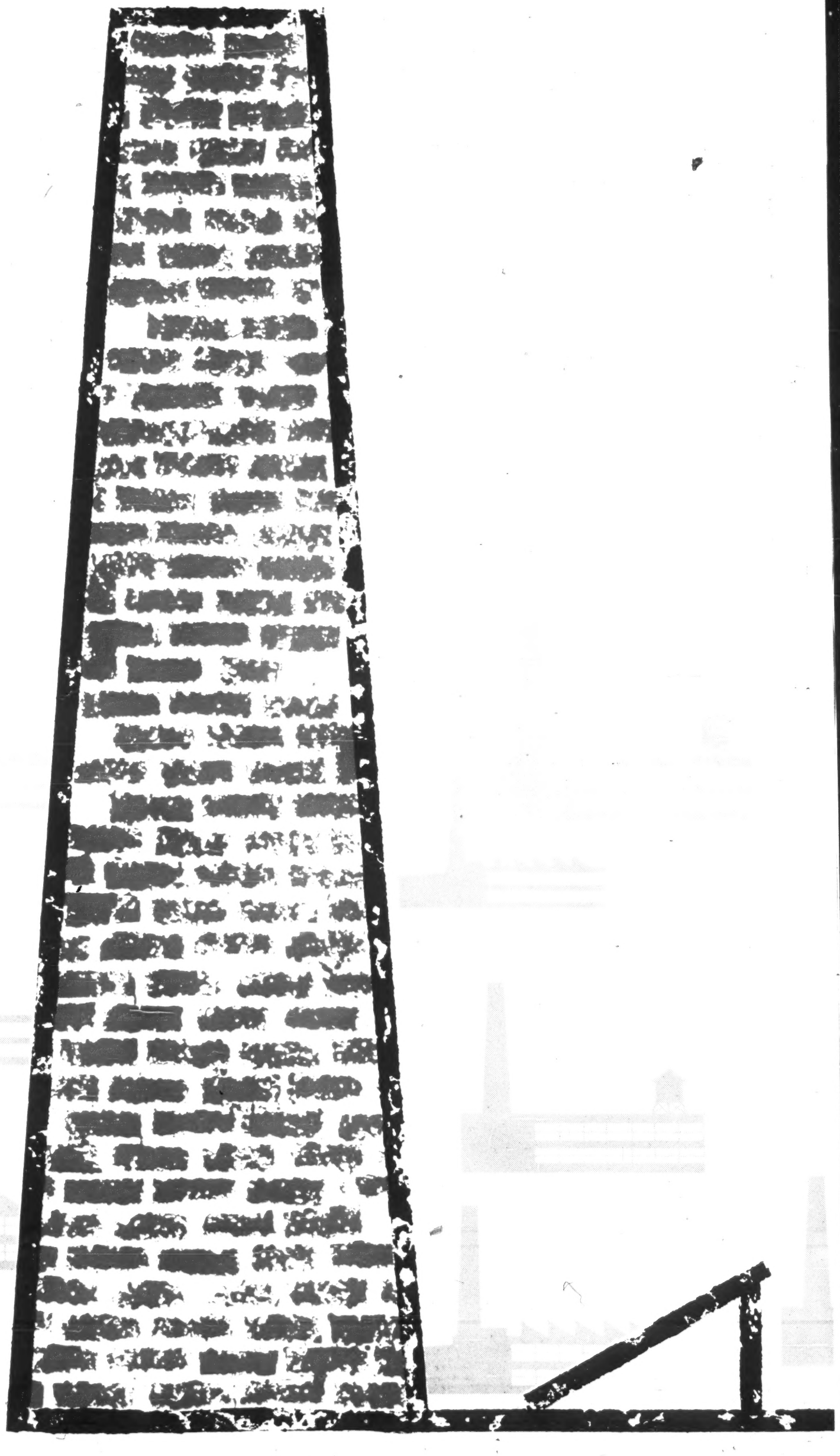
Media Records, January, February, 1961.

THE HOUSTON POST

Houston's Largest Newspaper, Daily and Sunday

Represented Nationally by Moloney, Regan and Schmitt

A B C
9-30-60
CIRCULATION
DAILY 218,013
SUNDAY 235,855



Chilton's **MAP** *in action...*

MARKETING ASSISTANCE PROGRAM

HOW ONE COMPANY UNCOVERED 158 PROSPECTS AND 13 NEW CUSTOMERS IN ONE STATE

Strong Steel Foundry Co., in Buffalo, N.Y., had an idea there were many prospects for steel castings in its area which salesmen had not uncovered.

The company sought the help of Chilton's Marketing Assistance Program (M-A-P). The Iron Age Master List of Metalworking Plants pinpointed 280 prospect companies in the SIC groups where 85% of the company's sales were concentrated, within just one of its eight sales territories.

Out of 280 cold calls on these companies, 158 live prospects were discovered. Within one year, 36 sent in inquiries and 13 new accounts were opened.

To uncover the same number of live prospects without the help of M-A-P, Strong Steel Foundry Co. estimates it would have had to make about 600 cold calls. M-A-P clearly saved the company several thousand dollars and a lot of time and trouble.

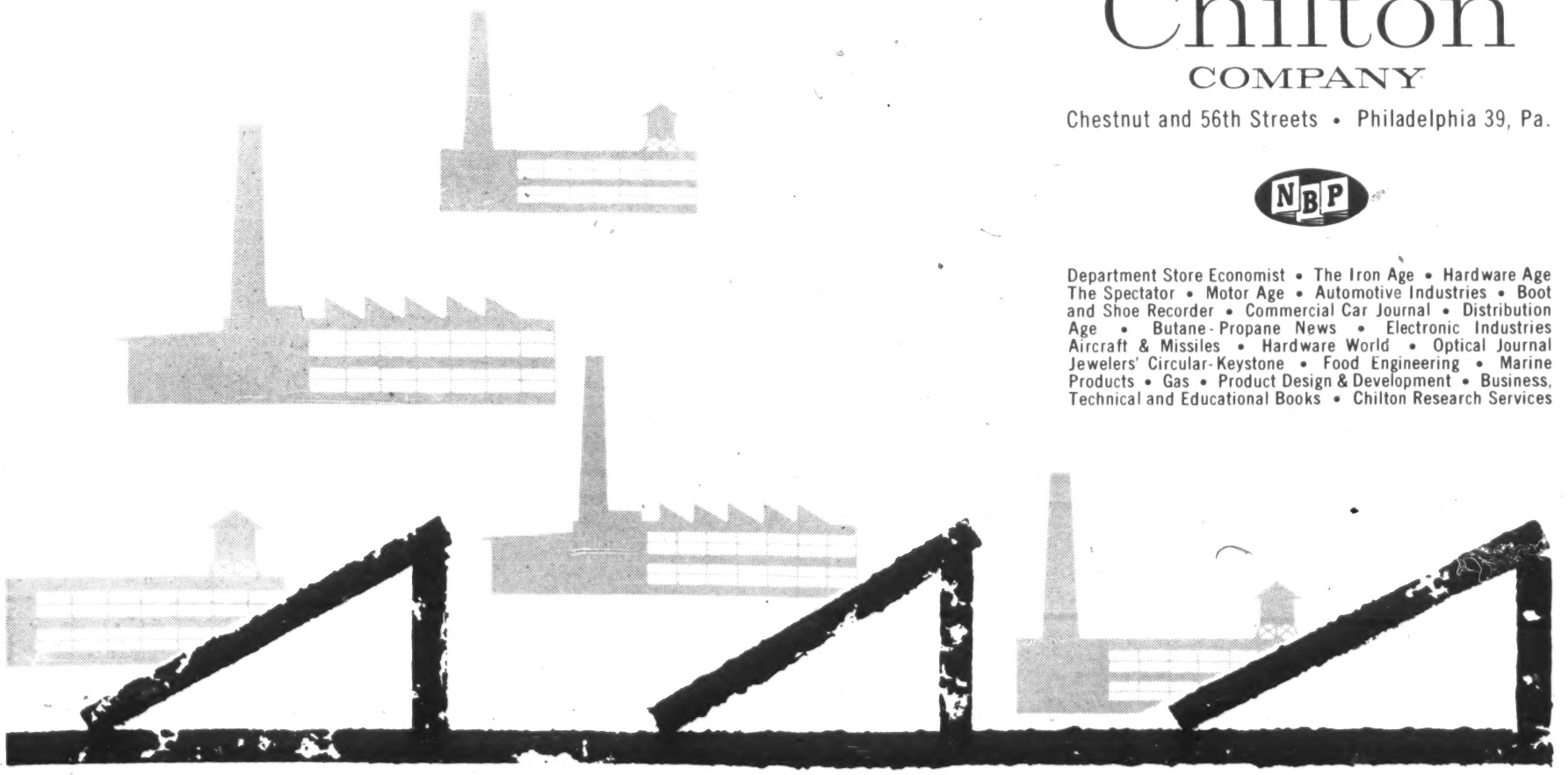
Have you investigated what M-A-P can do for your company or client? Contact the Chilton publication covering your market.

Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

Department Store Economist • The Iron Age • Hardware Age
The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries
Aircraft & Missiles • Hardware World • Optical Journal
Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services



WAVE-TV viewers have
28.8% more TIRED FACES

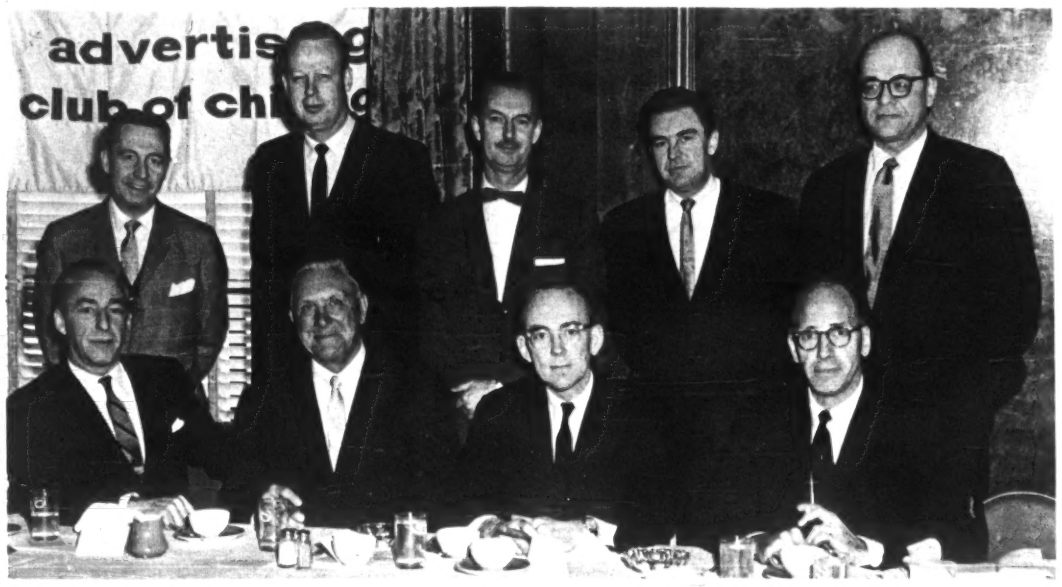
—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

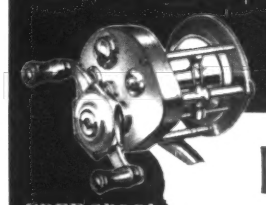


Meyers Guerrant Bagge Wright Nathanson
Claggett Christiansen Harper Gunn

BIG WHEELS—*Chicago agency executives who were guests of the Broadcast Advertising Club meeting March 14, at which Charles E. Claggett, board chairman and president, Gardner Advertising, St. Louis, spoke, were H. E. Christiansen, president, Christiansen Advertising; Paul C. Harper Jr., president, Needham, Louis & Brorby; Buckingham W. Gunn, vp, Clinton E. Frank; David E. Guerrant, exec vp, John W. Shaw Advertising; T. A. Wright Jr., vp, Leo Burnett Co.; and Donald P. Nathanson, president, North Advertising. A. W. Bagge is the club's president, and H. B. Meyers is program chairman.*

PFLUEGER THE NAME THAT PUTS EXTRA INCENTIVE IN YOUR SALES RESULTS

Look at these examples...



FREE SPOOL
SUPREME
17.50

Minnesota Woolen COMPANY / DULUTH 2, MINNESOTA

We enjoyed using Pflueger Fishing Tackle as incentive prizes in our recent sales contest. During this promotion, our sales rose 27.4% over any similar period in our company's entire 44 year history. Pflueger proved to be an equally attractive consumer prize. The cooperation we received throughout these promotions from your entire staff was excellent, as were the results!

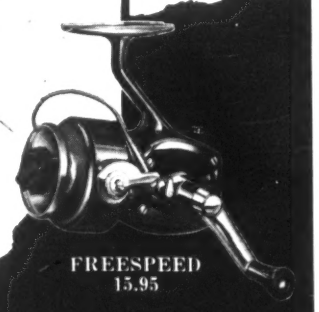
TOM MILLER
Sales Promotions

Newton MANUFACTURING COMPANY

We have found Pflueger Fishing Tackle to be an excellent premium and sales incentive for salesmen. The results of our sales contest exceeded our expectations.

We used Pflueger Fishing Tackle as an incentive to our salesmen for getting new customers. We used it at a time when salesmen are generally concerned with repeat business and generally do not devote enough time in securing new business. Yet, during a period of 90 days, 191 men started 1586 new accounts. The results of the contest speak for themselves.

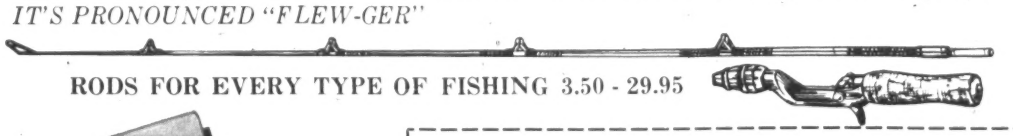
DeJong
NEWTON MFG. CO.
Promotion Manager



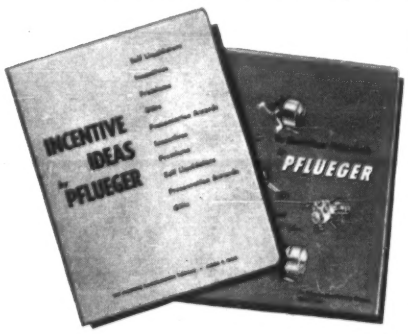
FREESPEED
15.95

PFLUEGER THE ENTERPRISE MFG. CO., AKRON 9, OHIO

IT'S PRONOUNCED "FLEW-GER"



RODS FOR EVERY TYPE OF FISHING 3.50 - 29.95



TO: G. G. SMITH, VICE PRES.
THE ENTERPRISE MFG. CO.
110 N. UNION ST. AKRON 9, OHIO

I am interested in putting Pflueger Premiums to work for us.

☐ Send latest catalog ☐ Have your Salesman contact us.

We are particularly interested in:
☐ A. Dealer Loader Program
☐ B. Sales Incentive Program
☐ C. Self Liquidator Program

Name_____
Firm_____
Address_____

Westinghouse Names Bockover to New Ad Post

Westinghouse Electric Corp., Pittsburgh, has appointed Daniel E. Bockover to the new position of residential advertising manager.

Daniel E. Bockover

Mr. Bockover's new duties will include coordination of advertising activities within Westinghouse divisions concerned with the residential market and will encompass such product lines as heating and cooling equipment, wiring devices, appliances, television and radio, lamps, Micarta counter tops and wall paneling. Mr. Bockover formerly was advertising manager of the company's Total Electric Home program which last fall was expanded into the residential marketing department.

Gordon to Sponsor Linkletter Series, Sweepstakes Contest

Gordon Foods, Atlanta, potato chip manufacturer, has signed sponsorship of a newly released Art Linkletter tv series and at the same time has announced plans for a $100,000 consumer sweepstakes contest. Gordon will kick off the promotion with a heavy schedule of 15-minute "Art Linkletter & the Kids" tv programs in 49 markets, a color page ad in *Look*, newspaper ads in 21 markets, radio advertising in 13 markets and point of purchase material. Two first prizes of jet trips for two to Europe, including a week each in Lisbon, Madrid and Paris, will be awarded. Kirkland, White & Schell, Atlanta, is the agency.

'Ski Business' Set to Bow

Ski Business, a *Time*-size semi-annual for ski retailers and area operators, will debut April 1, according to Universal Publishing & Distributing Corp. The one-time b&w page rate is $425; bleed and special positions are extra. Circulation will be controlled. A sister monthly, *Ski Life*, is published for consumers from October through March.

Dentsu Moves in New York

Dentsu Advertising, New York, has moved to larger quarters in the Time-Life Bldg., Rockefeller Center.

FTC Hits Swift for Restraint of Trade in Frozen Foods

WASHINGTON, March 28—The Federal Trade Commission charged last week that Swift & Co. engages in a number of practices which illegally restrain competition in frozen food products.

The complaint said Swift is one of 10 nationwide distributors of frozen products, and that as a group these companies now have 55% to 60% of the frozen food market, compared with 40% to 45% in 1947.

FTC claims part of Swift's progress stemmed from inducements to dealers, including loans, ice cream cabinets, servicing of equipment, gifts, discriminatory prices and sales below cost.

■ Swift issued the following statement about the FTC action: "The FTC complaint just issued is largely the refiling of charges made several years ago under the Packers & Stockyards Act. Those charges were dismissed in 1958 when jurisdiction was transferred to the FTC.

"The new complaint, which is limited to trade practices in the ice cream and frozen dessert field, is for the most part similar to pending complaints against a number of other ice cream companies. After extensive hearings on those complaints, an FTC examiner found the charges without foundation and recommended dismissal. His initial decision is now before the commission on appeal.

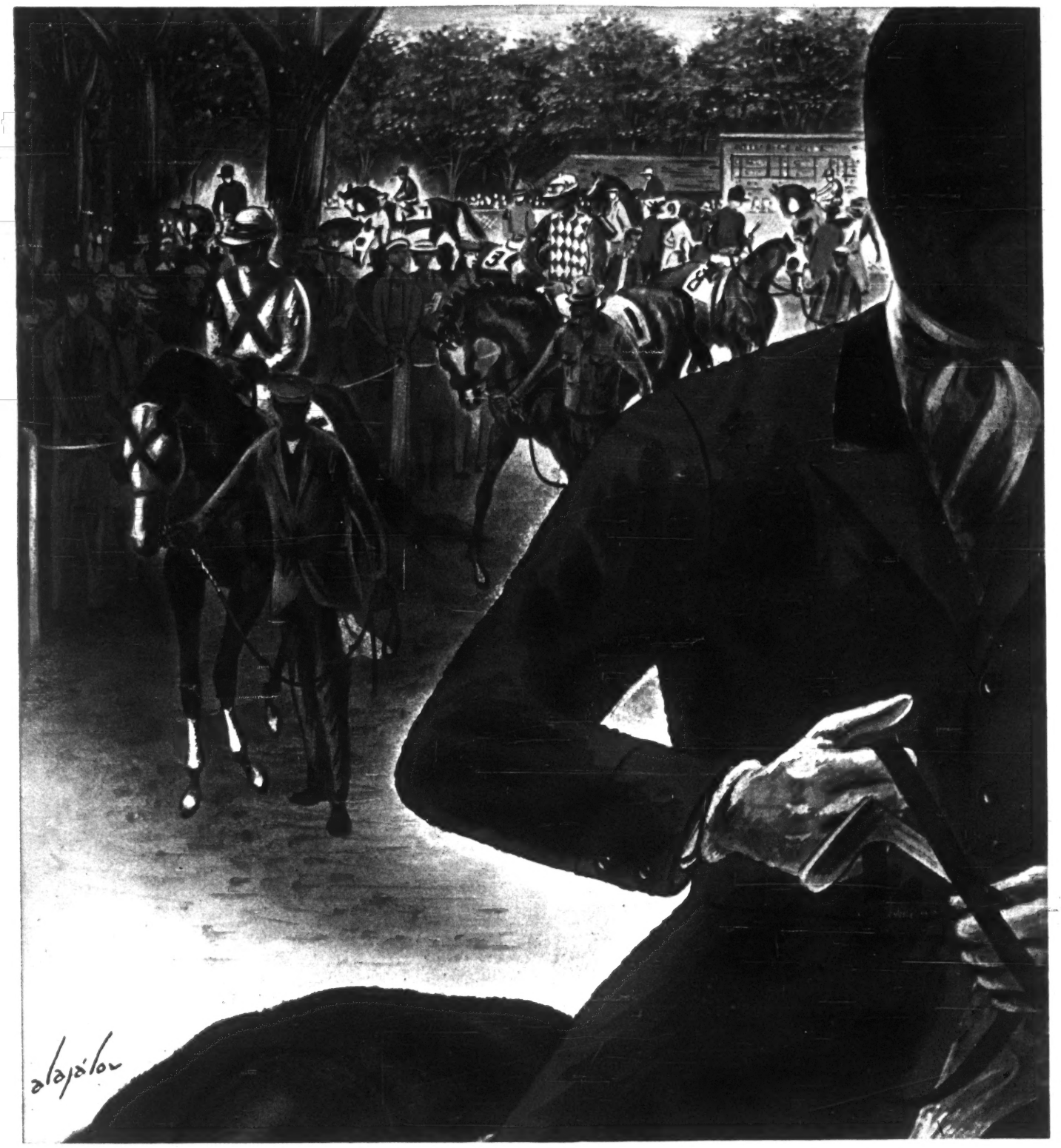
"Swift vigorously denies that it has discriminated in price or sold below cost or engaged in any other illegal trade practices." #

Gentry Joins Seattle Ad Club

Kaye K. Gentry, former sales manager of Bergman Luggage Co., Seattle, has been named executive secretary of the Seattle Advertising Club. She succeeds Jeane McDonald, who will remain with the club as secretary for the Advertising Assn. of the West convention which will be held in Seattle June 25-29.

Remington Rand Shifts Most

William Pershing Most, formerly advertising and sales promotion manager of the Remington office machines division of Sperry Rand Corp., has been named manager of advertising and sales promotion of the Remington portable typewriter division.



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The New Yorker creates

"In keeping with everything it does, The New Yorker covers the world of sports with objectivity, clarity and style. Columns like The Race Track, Profiles on prominent sports figures, and Letters from special sports events show that The New Yorker knows what good sports reporting can be."

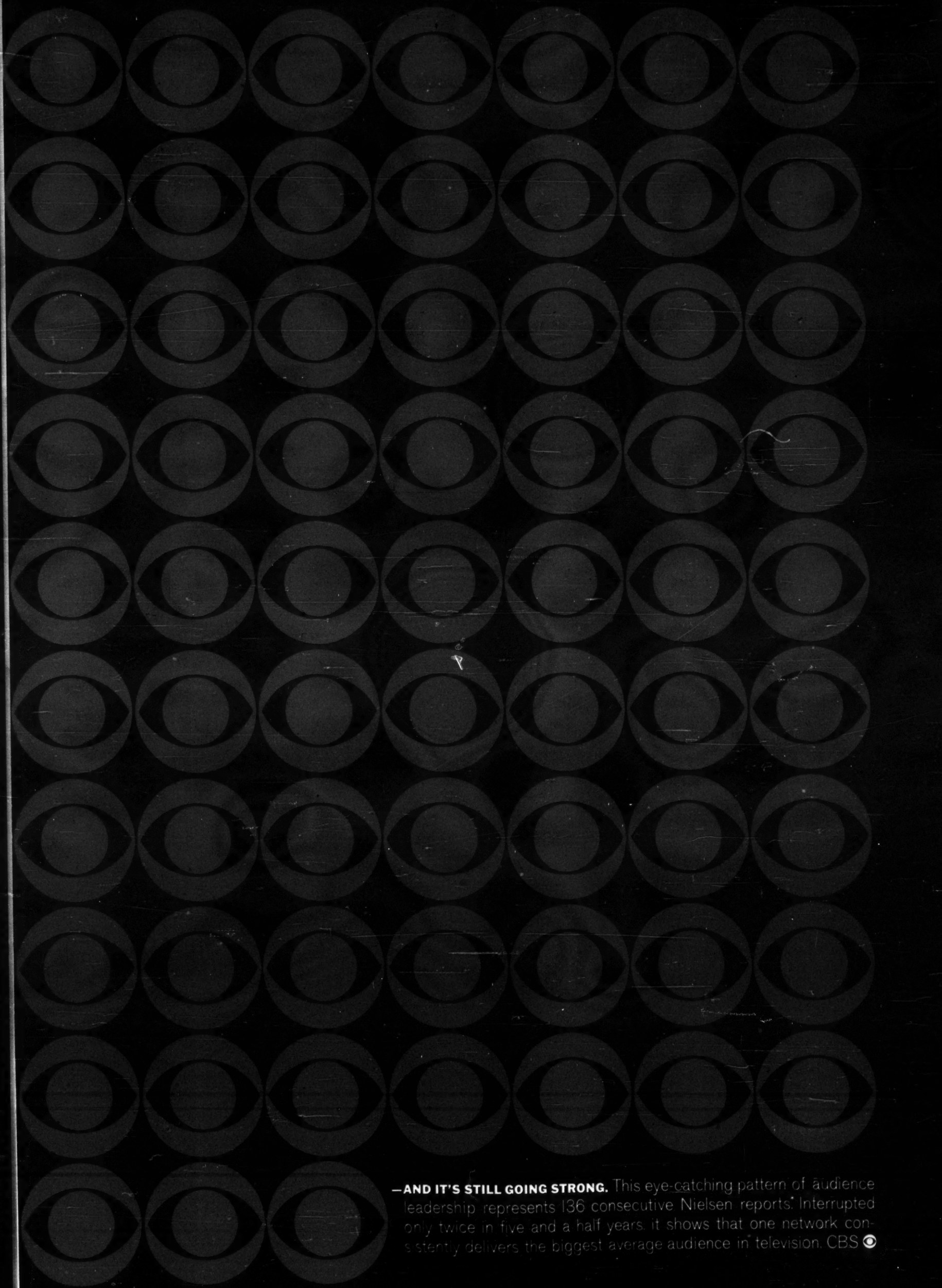
John W. Hanes

John W. Hanes, Chairman,
New York Racing Association

IT
STARTED
BACK
HERE
IN JULY
1955–

Network Y

Network Z



—**AND IT'S STILL GOING STRONG.** This eye-catching pattern of audience leadership represents 136 consecutive Nielsen reports.* Interrupted only twice in five and a half years, it shows that one network consistently delivers the biggest average audience in television. CBS

GAIN THE SELLING POWER OF HOME STATE EDITING

IN THIS $1,249,987,000 FARM MARKET

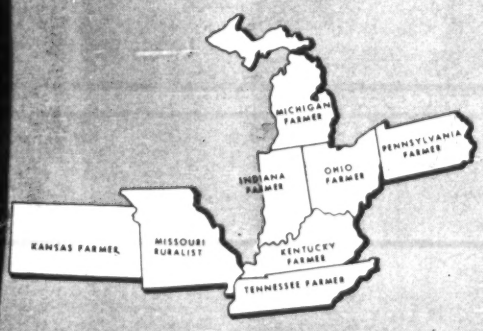
The difference between casual reading and intense interest is made by an editor's many local decisions. Your advertising, alongside, gains stepped-up SELL.

This "New Look" of modern Pennsylvania farm production, in brilliant full color, is yours with our compliments. Complete with striking, illustrated border, 22 x 27, on durable paper stock for framing or wall posting. Write, on your letterhead, to Editor, PENNSYLVANIA FARMER.

FARM SHOW

Greatest Agricultural Show in the East
1962 Pennsylvania Farm Show
Harrisburg — January 8-12, 1962
PREVIEW IN THE JANUARY, 1962 ISSUE
WHICH IS OUT JANUARY 3
CLOSING DATE DECEMBER 15, 1961

Home State Farm Paper Unit



TOP-THIRD FARM STATES
TOP-OF-THE-SOUTH STATES

The editor who lives and breathes farming in a single state knows his reader and his area intimately. He reports only the news of *greatest significance* to your farm customers and prospects.

Let this "friendly neighbor" — PENNSYLVANIA FARMER — carry your sales story to rich, diversified, rural Pennsylvania . . . where spendable income reaches $1,249,987,000 yearly! Only 13 states equal this potential. Income in Pennsylvania is *big* and steady — year around. It's a top-third farm income state.

Very similar top-third farm income markets are served by Indiana Farmer, Ohio Farmer, Michigan Farmer, Kansas Farmer and Missouri Ruralist. Kentucky Farmer and Tennessee Farmer serve the rich top-of-the-south market. All are printed in high-quality color gravure or offset. One set of repro material (gravure) will serve all 6 roto publications. One set of offset material for Kansas Farmer and Missouri Ruralist. You gain *production economy* plus *FREE bleed.*

Localized editing also sets the stage for STRAIGHT-LINE ADVERTISING in all publications of the Home State Farm Paper Unit—advertising directed straight to the farmer "where he lives." You win strong reader IMPACT on the local level for deeper penetration and greater results. *Send for file folder which demonstrates the new look in farm paper advertising.*

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

FTC Ruling on Evis Water Conditioner Ads Is Overturned

SAN FRANCISCO, March 28—The U. S. court of appeals here this month unanimously dismissed a Federal Trade Commission cease and desist order against Evis Mfg. Co., San Francisco and Chicago.

The FTC order had barred the manufacturer on April 2, 1959, from advertising that its Evis water conditioner had any beneficial effect on water.

The Evis case, in which FTC took its initial action Feb. 5, 1954, was one in which the commission chose to side with experts over favorable consumer testimony. It also had overruled its own hearing examiner in the case (AA, April 6, '59).

The court action was based on an appeal by the manufacturer.

Abner E. Lipscomb, the hearing examiner, had held twice for Evis, dismissing the complaint for lack of proof. He was then scolded by the FTC for failing to give full weight to scientific testimony and accepting the favorable testimony of more than 100 users over that of scientists.

■ In dismissing the FTC order, the court held, among other findings, that the commission had "erred in giving conclusive effect to the testimony of the commission's experts, in giving no effect to the uncontradicted testimony of successful performance of the Evis unit in actual operation, and in holding that reliable, substantial and probative evidence supports the charges that the Evis water conditioner will not perform as claimed." #

Weston Appoints Biddle

Weston Laboratories, Ottawa, Ill., formerly called Fertility Testor Co., has appointed Biddle Co., Chicago, to handle its advertising. Weston manufactures the Fertility Testor, a home test for ovulation, which predicts periods of fertility and infertility in the human female.

Rowland Glover Harrison Fescenmeyer

ADVERTISING STORY—*The Advertising Club of Fort Worth and Texas Christian University co-sponsored an advertising field day "to tell the advertising story," which attracted almost 250 area high school seniors and students from five colleges. Looking over the program at TCU are Dr. D. Wayne Rowland, TCU journalism department head; Kay Glover, TCU junior and advertising major; Corky Harrison, Arlington Heights high school senior in Fort Worth, and Bill Fescenmeyer, president of the adclub.*

Time Inc. Offers Subscriptions in Theater Lobbies

NEW YORK, March 28—Time Inc., which has utilized some newer distribution methods of late, is now using a $1.97 subscription deal display featured in 200 first-run theater lobbies across the U. S.

Involved are promotions of 21-week *Life* subscriptions, 27 weeks on *Time*, and 23 weeks on *Sports Illustrated*. Under the plan, each theater gets a commission—its only income via the promotion—determined by how many subscriptions its display sells. This features rack folders, in color, for each magazine. Perforated coupons on the folders are keyed, via consecutive-number imprints, to determine theater source.

Time said the drive, which began in 12 metropolitan theaters last summer, including some of the Loew's chain, was part of a current "circulation sales development" program. It said further expansion was contemplated. #

'RD' Hikes South African Rate

Effective with the August issue, the *Reader's Digest's* South African edition will increase its b&w page rate from $365 to $420. This is the first rate increase for the edition in four years and the new schedule puts the b&w rate on a par with the two-color rate, which remains unchanged. Also unchanged is the four-color rate—at $520.

KOOL Names Burnam

KOOL, Phoenix, has appointed Earl Burnam manager of the radio station. Prior to joining KOOL, Mr. Burnam was general manager of KSYD, Wichita Falls, and manager of KBOX, Dallas.

Pittsburgh Adclub Names Shea 'Adwoman of Year'

Josephine M. Shea, advertising manager of the Crucible Steel Co. of America, Pittsburgh, has been named "Advertising Woman of the Year" by the Pittsburgh Advertising Club. Mrs. Shea joined Crucible in 1946 as its first woman claim adjuster and was appointed assistant advertising manager in 1953. Last June, Mrs. Shea was appointed ad manager, making her the first woman ever to have such a position in the history of the steel industry.

Lesa Appoints Bill Gold

Lesa of America Inc., subsidiary of the Italian electronics company, Lesa Construzioni Elettromeccaniche, has appointed Bill Gold Advertising, New York, to handle its advertising.

Spivak Opens Own Office

Max Spivak, formerly director of merchandising of the *New York Herald-Tribune*, has resigned to open his own merchandising consultant office. The newspaper does not plan to replace Mr. Spivak.

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

THE S.E.P. SHORT COURSE

S.R.O.

Send Right Out! (The client thinks it went out yesterday!)

A.P.X.

Ad Page Exposure — the first and only media measure that counts the box office for your own ever-lovin' advertising page. Tells who sees it and how often. Puts the spotlight where it should be . . . not on the issue, but on your ad page.

Call The Saturday Evening Post for the APX facts. We'll Shoot Report Over.

Why Split HAIRS Over Who BUYS for Public Schools?

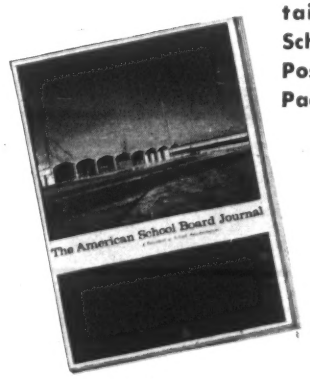
School board members, superintendents, business managers and architects form the "buying image" of the public school market. Precise measurement of individual buying influences varies from district to district.

Because this statement is true, your advertising message must reach board members, superintendents, business managers and school architects when construction plans are known.

American School Board Journal is the only school administrator publication keyed to school construction and maintenance . . . documenting new, proven ideas in the school plant . . . relating these ideas to current educational objectives.

With a circulation in excess of 32,000, American School Board Journal guarantees coverage of all school districts where construction is in progress or under consideration. And, to assist in mapping effective sales strategy, advertisers are provided, at nominal cost, with up-to-date, detailed reports on specific school construction projects . . . where they're building and buying.

Send Today for Full Details About American School Board Journal's Positive Sales Building Package.



AMERICAN SCHOOL BOARD JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

Mail this ELGIN idea coupon now!

FOR PROVEN WAYS TO SPARK SALES, SPUR INTEREST IN YOUR PRODUCTS OR SERVICES

Send me information about Elgin watches for use as:

☐ Sales Incentives ☐ Service Recognition ☐ Dealer Loader
☐ Contest Award ☐ Other (please describe)_____
☐ Jobber Incentive _____

FREE: New book, "Service Recognition," tells in detail how to operate a successful employee recognition program. Most complete book of its kind. (Check Service Recognition, above.)

MAIL TO: *Elgin Premium Department P-1, Elgin National Watch Company, Elgin, Illinois. Phone: SHerwood 2-3300*

Your Name_____

Company_____

Address_____

City_____

Zone_____ **State**_____

See Elgin at National Premium Buyers Exposition Chicago, April 10-13, Booth A-198

ELGIN'S prestige can build your premium program and service recognition, too!

WHIMSY—*Allied Chemical, New York, is using cartoon characters in a new campaign for Textured Caprolan nylon carpet. Benton & Bowles is the agency.*

Jones Appoints Two; Adds Pease Woodwork

Ralph H. Jones Co., Cincinnati, has appointed Miss Rosemary Vordenberg director of market and media analysis and has named Maurice Oshry director of the contract and print media department. Miss Vordenberg was formerly with Stockton, West, Burkhart, Cincinnati.

At the same time, Pease Woodwork Co., Hamilton, O., has appointed the Jones agency to handle advertising for its Pease homes and complete line of Pease building materials. Baer, Kemble & Spicer, Cincinnati, resigned the account last month.

American Pictures Sets Drive

American International Pictures, Hollywood, has budgeted $6,000,000 for time and space advertising to promote 12 pictures to be released on a one-a-month basis starting in April. The agency, Goodman Organization, Los Angeles, said ads will run in 50 major markets, and the media breakdown will be 50% newspapers, 35% tv and 15% radio.

Estimated Gross Time Expenditures of Network Television Advertisers

by Product Classification

Source: *TvB/LNA-BAR*

	Jan.-Dec. 1960	Jan.-Dec. 1959	Per Cent Change
Agriculture & Farming	$ 1,957,972	$ 1,809,137	+ 8.2
Apparel, Footwear & Accessories	9,322,623	7,221,250	+ 29.1
Automotive, Automotive Accessories & Equipment	55,117,617	46,709,247	+ 18.0
Beer, Wine	8,147,196	6,715,256	+ 21.3
Building Materials, Equipment & Fixtures	2,192,297	3,380,407	— 35.1
Confectionery & Soft Drinks	14,901,505	12,982,938	+ 14.8
Consumer Services	3,863,817	3,441,788	+ 12.3
Drugs & Remedies	84,706,199	74,950,528	+ 13.0
Entertainment & Amusement	914,103	383,278	+ 138.5
Food & Food Products	114,745,780	113,099,511	+ 1.5
Freight, Industrial & Agricultural Development	403,740	404,807	— .3
Gasoline, Lubricants & Other Fuels	15,584,878	9,830,669	+ 58.5
Horticulture	371,250	249,608	+ 48.7
Household Equipment & Supplies	30,742,512	30,112,185	+ 2.1
Household Furnishings	5,796,304	4,025,729	+ 44.0
Industrial Materials	22,889,140	20,980,307	+ 9.1
Insurance	12,381,622	10,270,755	+ 20.6
Jewelry, Optical Goods and Camera	13,904,040	13,966,553	— .4
Office Equipment, Stationery and Writing Supplies	3,917,436	4,615,765	— 15.1
Political	2,501,857	———	inf.
Publishing & Media	2,242,022	26,593	+ 8,330.9
Radio, TV Sets, Phonographs, Musical Instruments, Accessories	5,340,214	5,373,926	— .6
Retail or Direct by Mail	124,126	———	inf.
Smoking Materials	76,902,164	75,009,215	+ 2.5
Soaps, Cleansers & Polishes	69,493,945	67,140,302	+ 3.5
Sporting Goods & Toys	3,208,980	2,999,564	+ 7.0
Toiletries & Toilet Goods	111,096,951	102,311,526	+ 8.6
Travel, Hotels & Resorts	765,173	1,125,861	— 3.2
Miscellaneous	8,835,606	8,174,825	+ 8.1
TOTAL	$682,371,069	$627,311,530	+ 8.8

National Ad Boosts Two

National Advertising Co., Bedford Park, Ill., subsidiary of Minnesota Mining & Mfg. Co., St. Paul, has appointed Clayne Shepherd, formerly area manager, district manager of the western district, headquartering in South San Francisco. At the same time, Ken Hyde has been promoted from office manager to manager of the San Carlos, Cal., branch.

Collins, Norris to Fulton

Edward J. Collins, formerly an account executive with Keyes, Madden & Jones and before that vp of Donahue & Coe and Foote, Cone & Belding, has joined Fulton, Morrissey Co., Chicago, as account executive. Wells Norris, previously with *Chain Store Age*, has been named director of publications and pr. Mr. Norris succeeds Everett E. Leedom, who has resigned.

Wondsel, Carlisle Renamed

Wondsel, Carlisle & Dunphy, New York, tv commercial producer, has changed its name to WCD Inc. Robert W. Carlisle, formerly vp in charge of production, has been named president, replacing Harold Wondsel, who resigned.

Harris Joins WRDW-TV

Doug Harris, formerly assistant promotion director of WLOS-TV, Asheville, N.C., has joined WRDW-TV, Augusta, Ga., as promotion director.

Ad Clinic #19

(a transparent device to get you to read this Sheraton ad)

by Madison F. (Foray) Jungle

Don't overdo the word "FREE"

Here is a headline that's asking for trouble. Even Sheraton couldn't give all that away free!

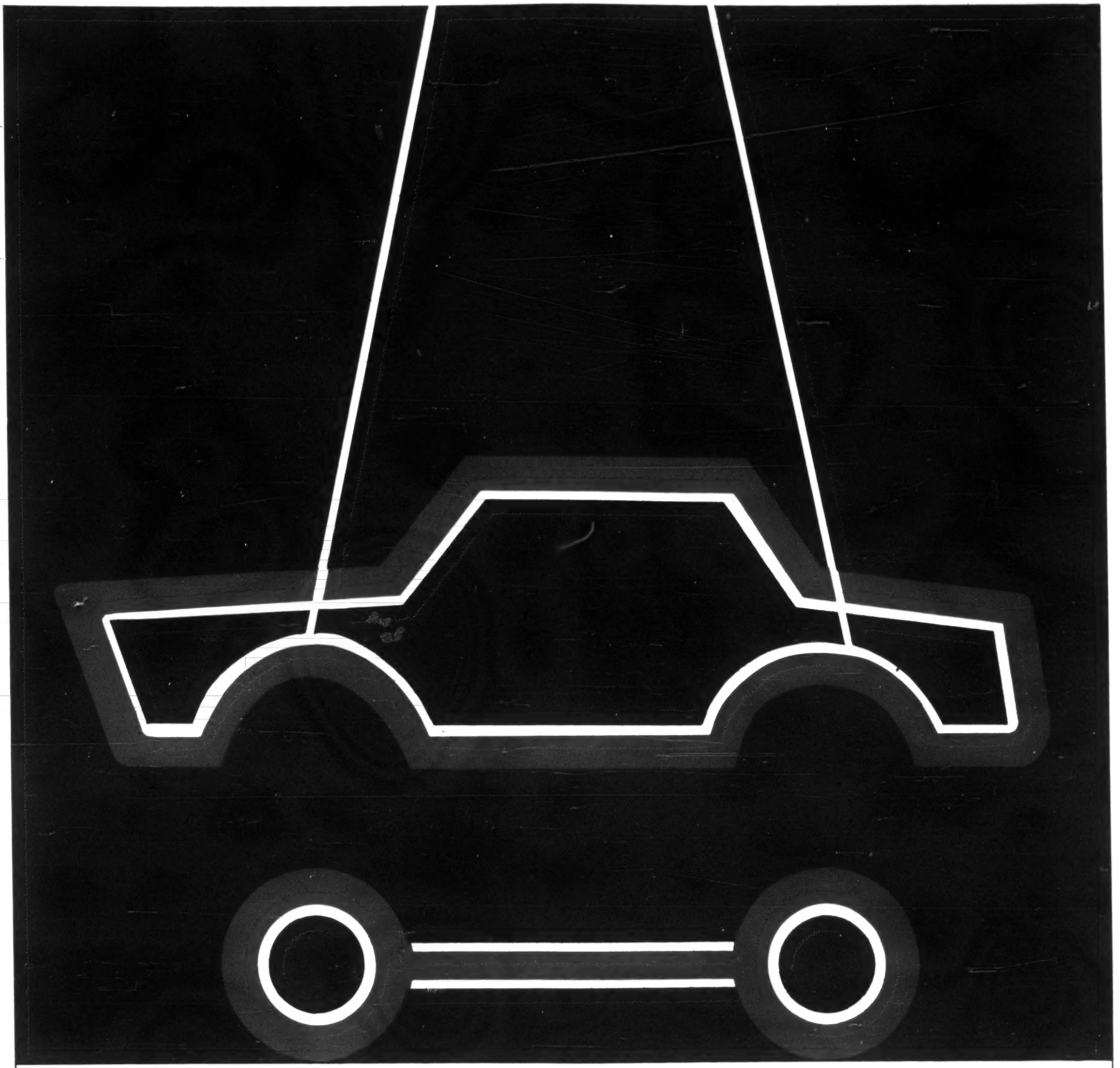
But, sir — it's true. Sheraton guests enjoy the Sheraton Extra Values listed in the disputed headline and more — at no extra cost. Why don't you try us — even if you can't spend the night you'll enjoy fiddling with the *free* TV, *free* radio, *free* air conditioner, *free* bathroom scale, *free* etc., etc. And, as a memento of this ad (and to help us check its pull) why not send for 104-page Sheraton booklet? It's *free*, too. Write: **Sheraton Corp., Ad Age Ad #19, 470 Atlantic Ave., Boston, Massachusetts.**

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

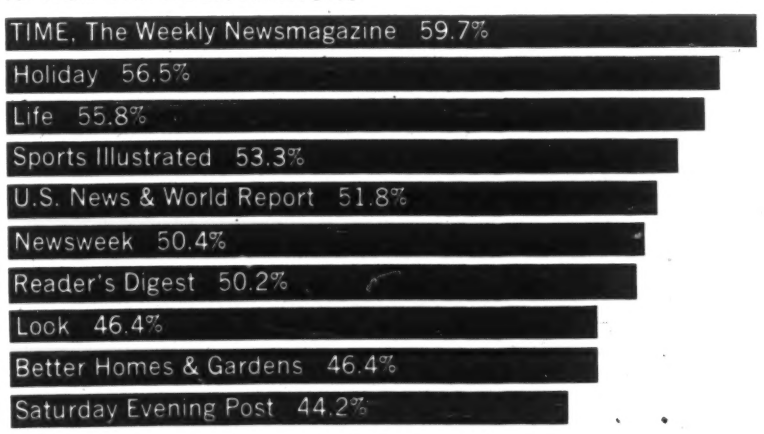
Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!



TIME is the shape of the new-car market

Circulation concentration in the top 100 counties for NEW-CAR REGISTRATIONS



Percentages based on R. L. Polk & Co. 1959 new-car registration data and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

In the 100 counties that account for more than half of all new-car registrations, TIME concentrates more of its circulation than does any other magazine of over half a million. TIME families are among the most automobile-oriented in America. 93% own cars. 34% own two or more, and 73% bought their principal cars new.

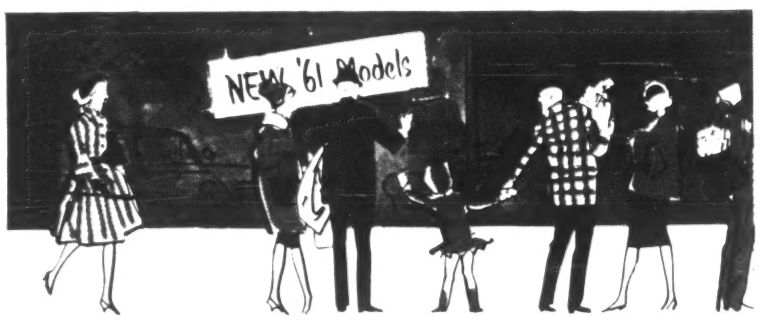
TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

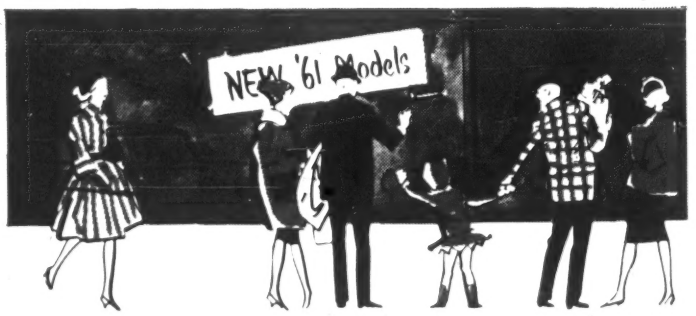
Each dollar you invest in the Digest lets you

double your chances-to-sell

407
per dollar in
Digest



181
per dollar in
Post



177
per dollar in
Life

167
per dollar in
Look

compacts and other low-priced cars

Automotive marketers use Reader's Digest to reach their best prospects millions of extra times

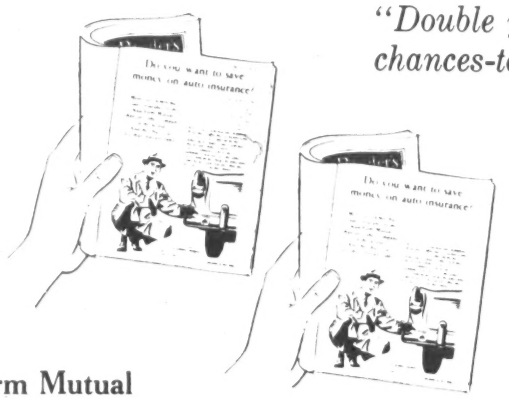
Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people in families whose latest car is a low-price make purchased new:

In the Digest	17,710,000
In the Post	8,019,000
In Life	8,334,000
In Look	6,966,000

The number of *chances-to-sell* to these prospects that you get *per dollar* with a 4-color page is illustrated at the left.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"



State Farm Mutual knows how the Digest works with *car owners!*

"We got a tremendous increase in reader recognition," says this famous automobile insurance company. And it reports that its first Digest campaign sparked a 29% sales increase!

And Digest readers are *top-quality automotive prospects*

A typical Digest issue is read by:

- Nearly 40% of the people in the upper-income third of the country.
- Nearly 40% of the people in families that bought a new car within a recent 12-month period.
- Almost half of all college graduates—people who, on the average, earn twice as much as grade school graduates.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

People have faith in

Reader's Digest

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for a breakthrough in radio-electronic devices

Another electronic problem solved: hybrid travelling-wave tubes, for high-power pulsed amplification, can now have the gain variation adjusted with frequency to suit the designer. Dr. E. J. Nalos' paper describing how this is done has won him the *1960 W.R.G. Baker Award*, for the best paper to appear in IRE's Transactions of the Professional Groups. IRE is proud to honor Dr. Nalos, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

E. J. Nalos

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

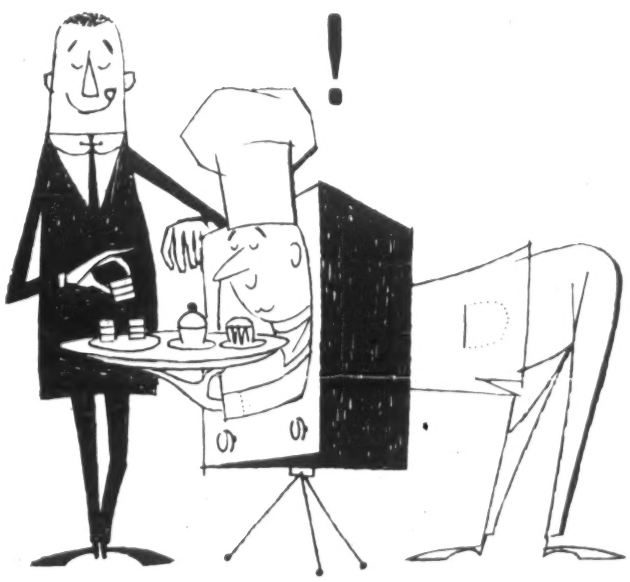
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Programming that piques the taste of Portlanders has put KOIN-TV in a position of particular prominence as a promoter of purchasing. KOIN-TV pursues its persuasive ways in Portland, Oregon and 33 surrounding counties noted for prosperity. Your product or service will profit from partnership with KOIN-TV. We invite your perusal of the latest Nielsen for proof.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!



* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's great *influence* stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

Bill Battista, space salesman for *Family Circle*, moves to Greece April 11 to open "the best supper club in Athens." This won't be his first venture in Greek foods: As a parttime venture he's marketed Athena Brand Grecian red olives in New York. It all started eight years ago when he married Katherine Katsoris, who is of Greek descent . . .

Paul Andrews, a copy group head and account exec at Carpenter, Matthews & Stewart, Newark, will marry Doris Kleinert June 24. They met three years ago when Paul was emcee of the nightly "Let's Travel" show (WOR and WABC). He invited his listeners to accompany him on a world tour, and Doris was one of the 25 who joined him . . .

It's a fifth child, fourth girl, Janet Lynn, for **Leo Anderson,** managing editor of *Industrial Marketing*, and his wife Phyllis. **E. M. "Luke" Whitney,** on the ad staff of *Outdoor Life*, New York, became a grandfather for the second time when his daughter Starr welcomed Paul Bakker Jr. . . .

GADFLY AWARD—*Norman Dine, head of the Norman Dine Sleep Center, New York, presents his Socrates-Gadfly award to Bernice Fitz-Gibbon, advertising consultant, for her monthly articles in Profit Parade. The award is made annually to a home furnishings expert.*

In a surprise ceremony at the Gravure Technical Assn. convention in Chicago recently, **Erwin A. Miessler,** vp and director of production of Needham, Louis & Brorby, was presented a wristwatch "in appreciation for his contributions to the industry." And in honor of his 30 years with Van-Sant, Dugdale & Co., Baltimore, **Charles M. Buchanan,** vp and account supervisor, was given a silver tray engraved with the names of fellow members of the board of directors . . .

John Forney, exec vp of Robert Luckie & Co., Birmingham advertising and pr firm, who does the color for the University of Alabama football network, was named Alabama's outstanding sportscaster for 1960. He'll receive the award at an April 4 dinner sponsored by the National Sportscasters and Sportswriters Awards Committee . . .

Bob Kenyon, head of Magazine Publishers Assn., is recovering from a bout with hepatitis and expects to be back at work April 3 . . .

J. Walter Thompson brass entertained at a cocktail party March 24 to celebrate the 40th anniversary of **Kenneth Hinks** with the agency. A similar affair was held March 17 in Chicago to observe **Jay Mark Hale's** 45th year with JWT . . . A quartet at Kudner Agency became members of its Quarter Century Club at a luncheon March 24. The 25-year celebrants: **William MacDonald,** head of outdoor; **William O'Connor** in the media department; **Mary Colgan,** a secretary; and **Harold Ringold**, an accountant . . .

Kathy Gibbons, who works on the New York production desk of *Industrial Marketing*, married **Alvin J. Babkow,** business manager of *Chemical Week*, in a Yonkers ceremony March 25 . . . **Tru A. Vosburg,** film director of KCOP, Los Angeles, and **Richard G. Cruise,** account executive for Edward Petry & Co., Los Angeles, were married March 18 . . .

Ruth Karp, vp of J. Walter Thompson, New York, is pictured in the April *Cosmopolitan* as an example of the "right girl in the right job". . .

Margaret Moyer, a senior at Connecticut College, will be married July 15 to **Duncan Bennett,** with Curtis Publishing Co., in Boston. He is the son of **Victor A. Bennett,** head of the New York agency bearing his name . . . On May 27 Elizabeth Ames Bogert will marry **Lawrence Hotchkiss,** a copywriter with Needham, Louis & Brorby, New York . . . **Margaret Mary Beurket,** in the market research department of Procter & Gamble, will be married in July to Capt. Robert Lewis Schroeder . . . Another engagement: Harriet Ann Grandlin and **Philip Kampf,** with the New York sales office of R. R. Donnelley & Sons . . .

Robert Todd was welcomed March 18 to the family of **Mark Greenberg,** newsstand promotion manager of Hearst magazines . . .

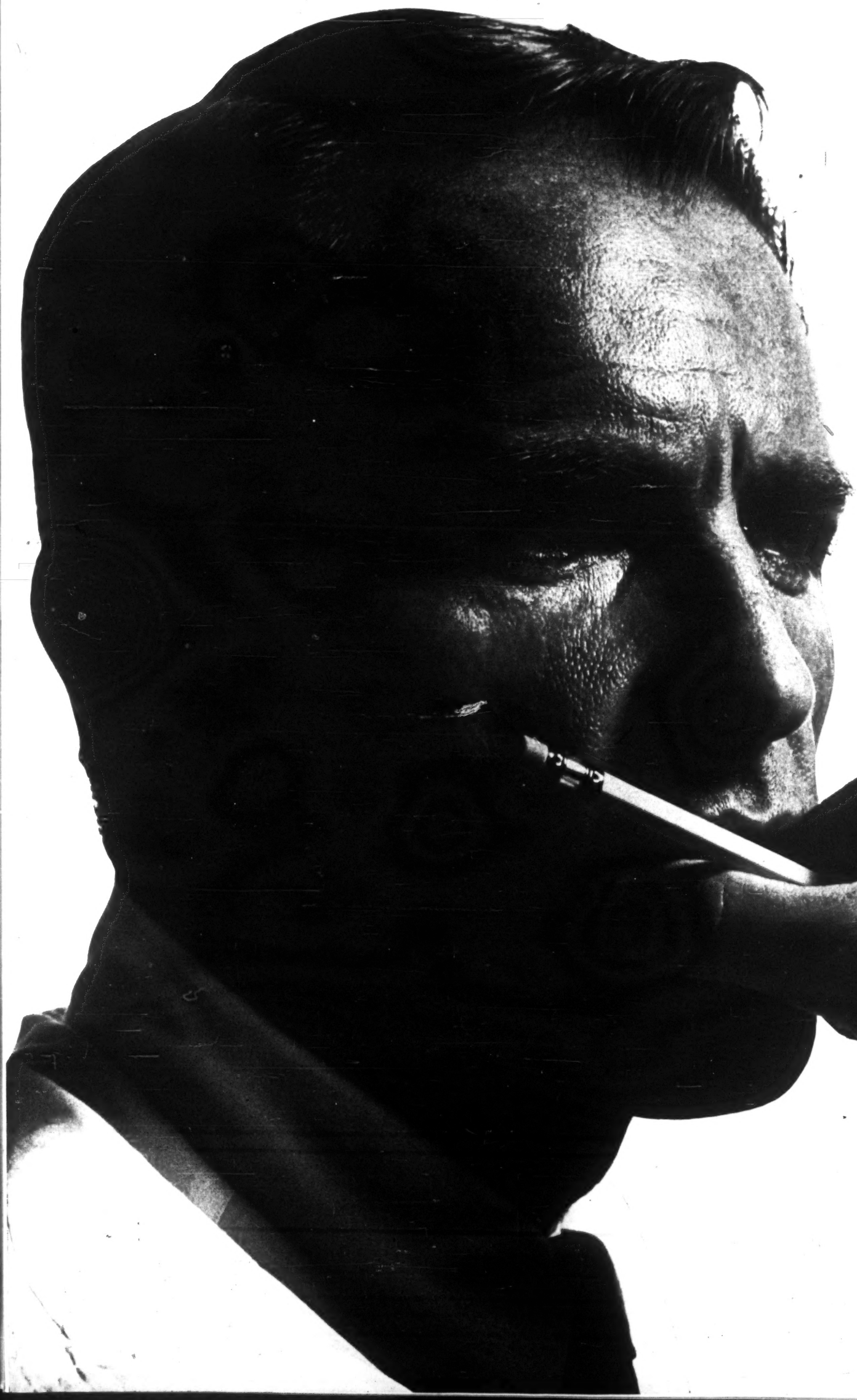
Pete Schruth, ad director of *The Saturday Evening Post*, has been named chairman of the publishing, paper products and graphic arts group of the 1961 Greater New York Red Cross campaign . . .

The Omaha adclub tabbed **Edward Whelan,** vp of Allen & Reynolds, their advertising man of the year, and **Marge West,** advertising manager of Philips department store, advertising woman of the year at a recent awards luncheon. And **Lucrezia Kemper** with Albert Frank-Guenther Law was named adwoman of the year by the San Francisco adclub. Their adman award went to **Art Arlett,** of Hoefer, Dieterich & Brown. . .

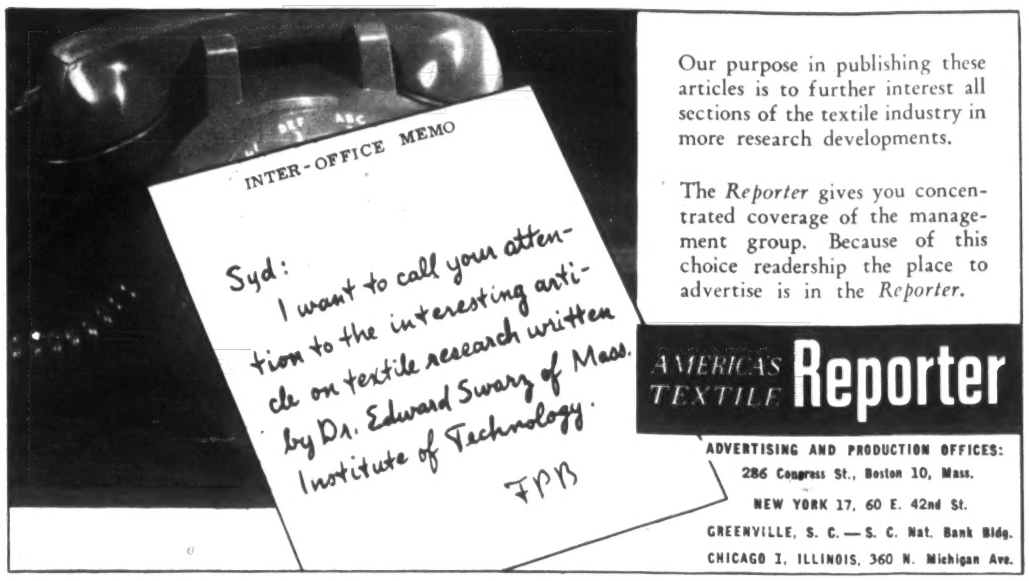
Politico: **Robert O. Lewis,** senior tv producer for D'Arcy Advertising, Chicago, is the democratic candidate for assistant supervisor of Downers Grove township. . .

Edna K. Hanna, sales promotion manager for KOMO and KOMO-TV, Seattle, and John T. Strosnider were married March 11. It will be a June wedding for **Jerry Harris,** sales vp of John H. Beck and Associates, Chicago advertising art studio, and Fran Harkavy. . .

EVALUATED



PRODUCTS ARE EVALUATED... SPECIFIED... APPROVED... REQUISITIONED... as a result of buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.



Our purpose in publishing these articles is to further interest all sections of the textile industry in more research developments.

The *Reporter* gives you concentrated coverage of the management group. Because of this choice readership the place to advertise is in the *Reporter*.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

Spot Radio Up 1.3% in '60, Says Price Waterhouse

Spot radio gross time sales for 1960 have been estimated by Price Waterhouse Co. at $190,667,000 in figures released by the Stations Representatives Assn., New York. This represents an increase of 1.3% over the FCC official figure of $188,143,000 for 1959.

All 1960 quarters were up except the third quarter. Fourth quarter, 1960, sales were estimated at $50,-190,000, compared with $48,727,000 for the last quarter of 1959.

Ayds Buys ABC, NBC Shows

Campana Corp., New York, began a 10-week schedule in mid-March on six ABC-TV daytime shows and two NBC-TV daytimers for Ayds, vitamin and mineral reducing plan candy. A total of about 10 commercials per week will be run on the two networks. Erwin Wasey, Ruthrauff & Ryan is the agency for Ayds.

TRICOLOR—*This is the new packaging National Distillers will use for U. S. marketing of the newly acquired Prefontaines addition to its wine line.*

National Distillers Names Fertig Agency for Prefontaines Wine

NEW YORK, March 28—National Distillers Products Co. plans to move into the wine market in a big way soon.

The company has acquired exclusive U.S. rights to distribute Prefontaines, a French wine brand. Advertising will be handled by Lawrence Fertig & Co., and the first ads will break when distribution has been achieved.

Distribution is already under way in Connecticut, New Jersey, Washington, D. C., Rhode Island and other markets. In New York the official sales introduction will be April 28.

National has big plans for Prefontaines. Allan MacDougall, vp in charge of the international division, said, "National Distillers intends to make Prefontaines the No. 1 French brand in the U.S."

The company hopes to stake the big name which the brand enjoys in France against the mixed field of French wines in the U.S. This category, according to Mr. MacDougall, has always been loaded with a multiplicity of chateau and regional bottlings of many districts, and "cheap off-brands and close-outs."

■ Prefontaines says it does more than 20% of the wine business in Paris, where 65,000 cases of the brand are sold every day. It also says it has 8% of all wine sales in France.

National will concentrate on one size, the fifth. There will be one label with two varieties, red and white, selling in most markets for $1.50 per bottle or less. A special wrap and back labels have been designed for the U.S. market.

The addition of Prefontaines rounds out National's line of import wines. The others are Jouvet and Chapoutier, both handled by Fertig. Copy is likely to be built around the theme: "Prefontaines —remember the name—always the same."

In the past five years, sales of French table wines in the U.S. have risen from 500,000 cases to over 1,100,000, or one-fifth of 1960 total sales of imported distilled spirits, said Mr. MacDougall. #

Pet Milk Testing Sego

Sego liquid diet food, new product of Pet Milk Co., St. Louis, is being tested in six markets: Atlanta, Columbus, O., Madison-Milwaukee, Providence, Sacramento-Stockton and Syracuse-Utica-Rome. Sego, newest of the dietary products (AA, Dec. 5, *et. seq.*) is sold through grocery outlets, and is advertised through color newspaper ads, tv spots and direct mail couponing. Gardner Advertising Co., St. Louis, is the agency.

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book

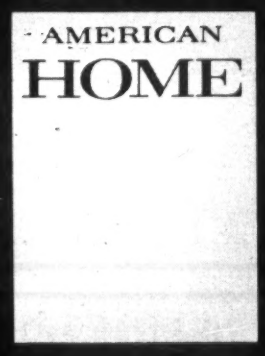
"Sometimes I get the feeling there are more names on one of these things than in the whole phone book back home. Your boy must be doing OK. He's got his own personal listing."

New York is headquarters. Almost one-third of the nation's 500 biggest industrial companies are headquartered here. Sell New York and your message gets to the rest of the country, too. Advertisers know this, do this in The New York Times. It sells New Yorkers with the most advertising. It serves them with the most news. New York is The New York Times.

NO TRESPASSING
DANGER
KEEP AWAY
ONE WAY
DO NOT
ENTER
STOP
THROUGH
STOP
TRAFFIC
DANGE
KEEP
AWAY

TRAFFIC STOPPER!

That's the new American Home — packed with arresting features on every subject close to a home owner's heart. This attention-getting spread from a recent issue, for example, gives new hope to all hapless husbands and offspring who've ever been shooed out of a newly carpeted room. American Home shows how even the palest carpet can withstand rough-and-tumble wear with proper care. It's an old problem . . . but American Home looks at it in a clear new light and comes up with some bright new solutions. Imaginative illustration? You bet! Useful information? Of course! But that's nothing unusual for American Home. Every practical feature is fitted as carefully as this one to the needs of today's young suburbanites. American Home gives wall-to-wall home service with more pages on home furnishings, appliances and household management than any other mass magazine. In fact, of all mass magazines, only American Home devotes such a great share of pages to home service — 15% more than its nearest competitor. No wonder 12,250,000 men and women stop, look and latch on to its every fresh idea. Advertisers, too, find that American Home is a step in a wonderful new direction.



THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES!

Merchandising Ideas

Bank Gives Easter Bonnets • Despite the weatherman's vagaries, the main banking floor of Northwestern National Bank, Minneapolis, took on the look of a flower garden in spring bloom as part of Minneapolis' Downtown Spring Fashion Week, March 5-11. Against a colorful floral backdrop, the bank held two free fashion shows and gave away 25 women's hats. Women were urged to visit downtown during the week and

PRIZE BONNET—*To celebrate Minneapolis' Downtown Spring Fashion Week, Northwestern National Bank ran this newspaper page. Campbell-Mithun prepared the ad.*

register with the bank's women's consultant to win one of the Easter bonnets. A newspaper ad publicized the hats and other bank activities during the week.

As another part in the Minneapolis Downtown Council's promotion, the bank arranged to have radio broadcasts originate from its main floor lobby for two days during the week.

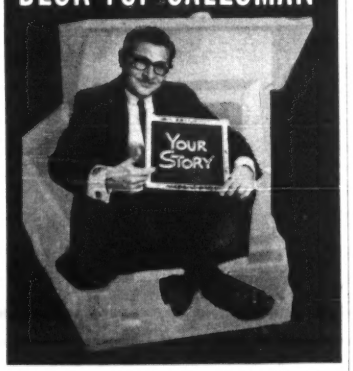
Glidden Book Shows Colors • Glidden Co., Cleveland, has created "Your Home Beautiful," a home decorating idea book, to provide consumers with recommendations for use of color in the home. In addition to 60 interior color schemes, the 44-page book includes "how-to" tips for painting home interiors and exteriors and a section devoted to special products to speed up surface preparation and painting. A special spread illustrates how the same room may be either stained or enameled. Copies are available without charge from Glidden paint dealers.

Reynolds Uses Henry Stamp • Consumer products salesmen of Reynolds Metals Co., Richmond, are using first-day-of-issue cancelations of the new Patrick Henry postage stamp as a sales promotion tool. Special first day cover envelopes were prepared by Reynolds and canceled at the Richmond post office Jan. 11, the issue date of the Patrick Henry stamp, which bears his "Give me liberty or give me death" statement. The envelopes, intended for philatelists, were prepared for the presentation by the company's consumer products salesmen along with a printed copy of the Patrick Henry speech.

Chevy Dealer Puts on Show • Matt Slap Chevrolet, Philadelphia, is offering a unique public relations program, "You & Your Car," for presentation at club and organization meetings. The presentation is broken into three parts: "Tricks of Driving," which deals with how to get maximum life from tires and motors and best possible gas mileage; "What Makes Your Car Tick," a discussion of automobile parts and their function; and "Tips for Emergencies," rules for tire changing and what to check on a stalled car. Pete Boyle, Philadelphia tv personality and cartoonist, has been delivering the program with his drawing board, slides and car props. The program can be booked by any organization through Lavenson Bureau of Advertising, which handles public relations and promotion for the Chevrolet

YOU & YOUR CAR—*Pete Boyle, Philadelphia tv performer, delivers a presentation on automobile tips to a local women's club, courtesy of Matt Slap Chevrolet.*

A PROFESSIONAL DESK TOP SALESMAN

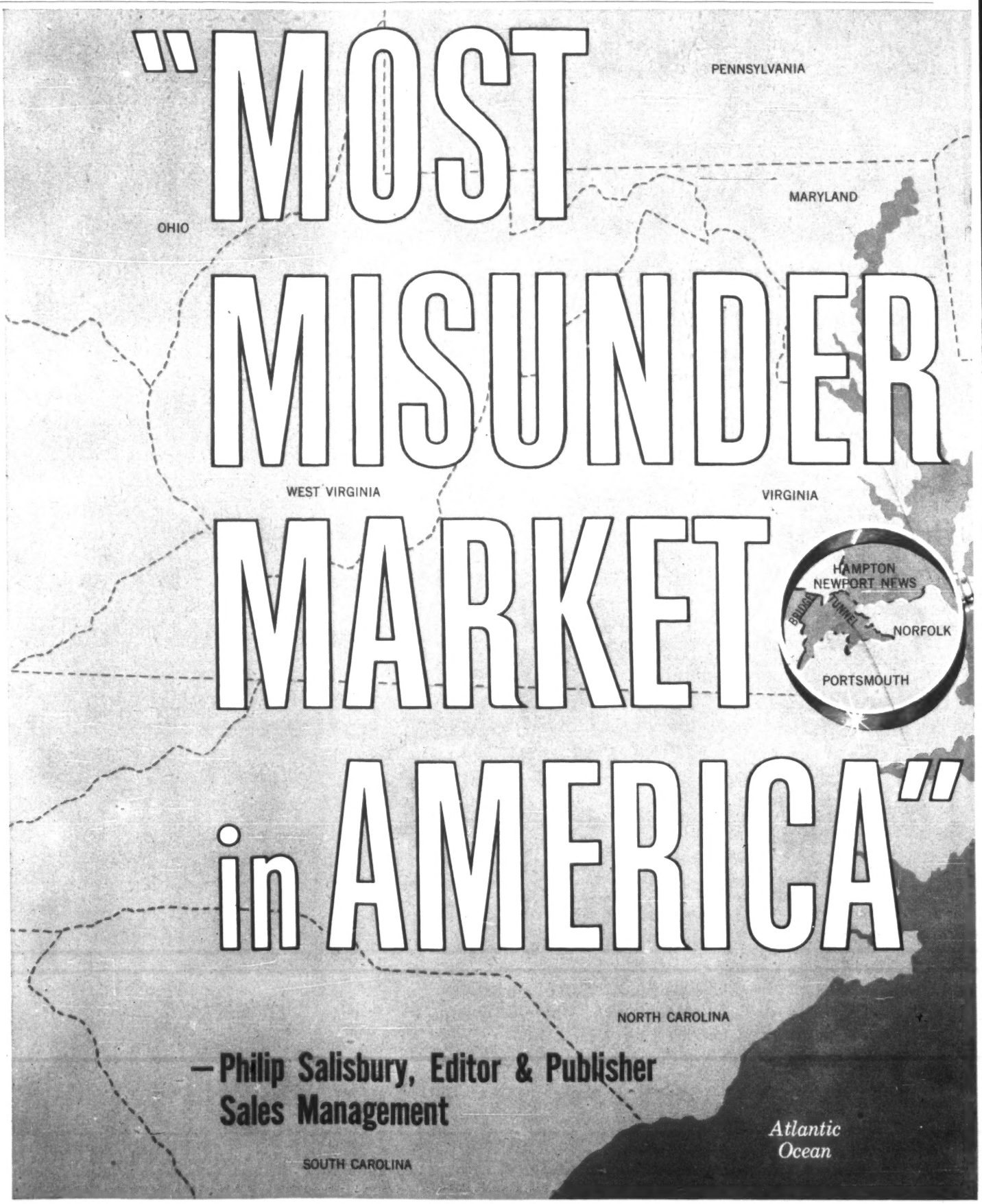


...IN A 13 LB. PACKAGE

Just open the lid, plug it in and the "FLIP-TOP" presents your sales message the way you want it, complete with sight and sound. See and hear how the "FLIP-TOP" will tell your story at your desk. Write to:

DuKane CORPORATION
Dept. AA-41 • ST. CHARLES, ILL.

"MOST MISUNDER MARKET in AMERICA"



—Philip Salisbury, Editor & Publisher
Sales Management

dealer and prepared the presentation.

When "You & Your Car" came to the attention of the Philadelphia chapter of the Automobile Assn. of America, it made arrangements to tie in, making AAA booklets on safe driving and driver education available for distribution at the meetings. Matt Slap uses a soft sell during the presentation, with just one mention by Mr. Boyle, plus distribution of Matt Slap matches at the close of the meeting.

Viking Visits Desk Buyers

• Interior designers and architects in various sections of New York were startled by a recent visit from a huge bearded Viking, fully costumed in a suit of mail and wearing a horned helmet. It all was part of a one-day promotion staged by Scandix Designs Inc. to introduce its new Series 5 desks. The Viking presented each person he visited with a small white cardboard box tied with a red ribbon. In the box was a small

DIFFERENT DANE—*Harrison Houston, vp, William Pahlman Associates, receives a "difference in Danish" package from Viking Frank Echols.*

piece of Danish pastry and a card which read: "It's an old Danish custom—but the sentiment is as modern as tomorrow. Please be our guest at your next coffee break."

The Viking, who really was actor Frank Eckols, also left the new Scandix Design Series 5 catalog and price list, with a note attached saying "There's a difference in Danish." Reaction around town ranged from amazement to one office where an executive insisted the Viking visit all departments to "give the staff a lift."

Letter Series on Civil War

• Curtis Advertising Specialty Co., Century Bldg., Pittsburgh, is offering an usual direct mail series to advertisers based on the Civil War centennial theme. The series features monthly mailings of letters of Thaddeus W. Johnson, who views the Civil War through the eyes of a correspondent illustrator. The letters are postmarked from scenes of famous events 100 years ago. Robert Seltzer, Curtis president, suggests that an advertiser can include his own promotional envelope stuffers with the letters such as ad reprints, product literature or research and development announcements.

The series begins April 14 with a report from Fort Sumter, Charleston, S.C. The cost averages 35¢ to 50¢ per letter, plus postage. A gift reminiscent of the era can also be included at the advertiser's option. For example, a quill pen, similar to that used by President Lincoln, for an additional 30¢.

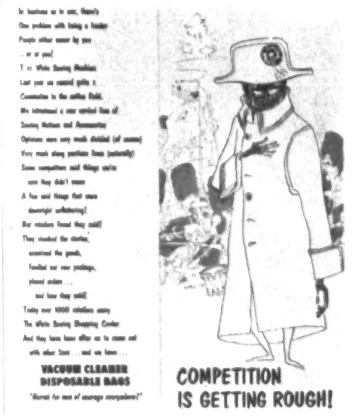
Bank Employes Get Report

• The First National Bank in St. Louis sent each of its 1,005 employes a copy of "Progress '60," an annual report prepared especially for the bank staff. The booklet which graphically presents the financial statement figures with winged car and armoured truck illustrations, details how the money came in, went out, and what was left. Another section, illustrated with photographs, details the year as to personnel, promotions, new services and bank employe programs. In a joint statement, the bank president and chairman thanked the employes for their part in the bank's record earnings in 1960.

White Sends Offbeat Card

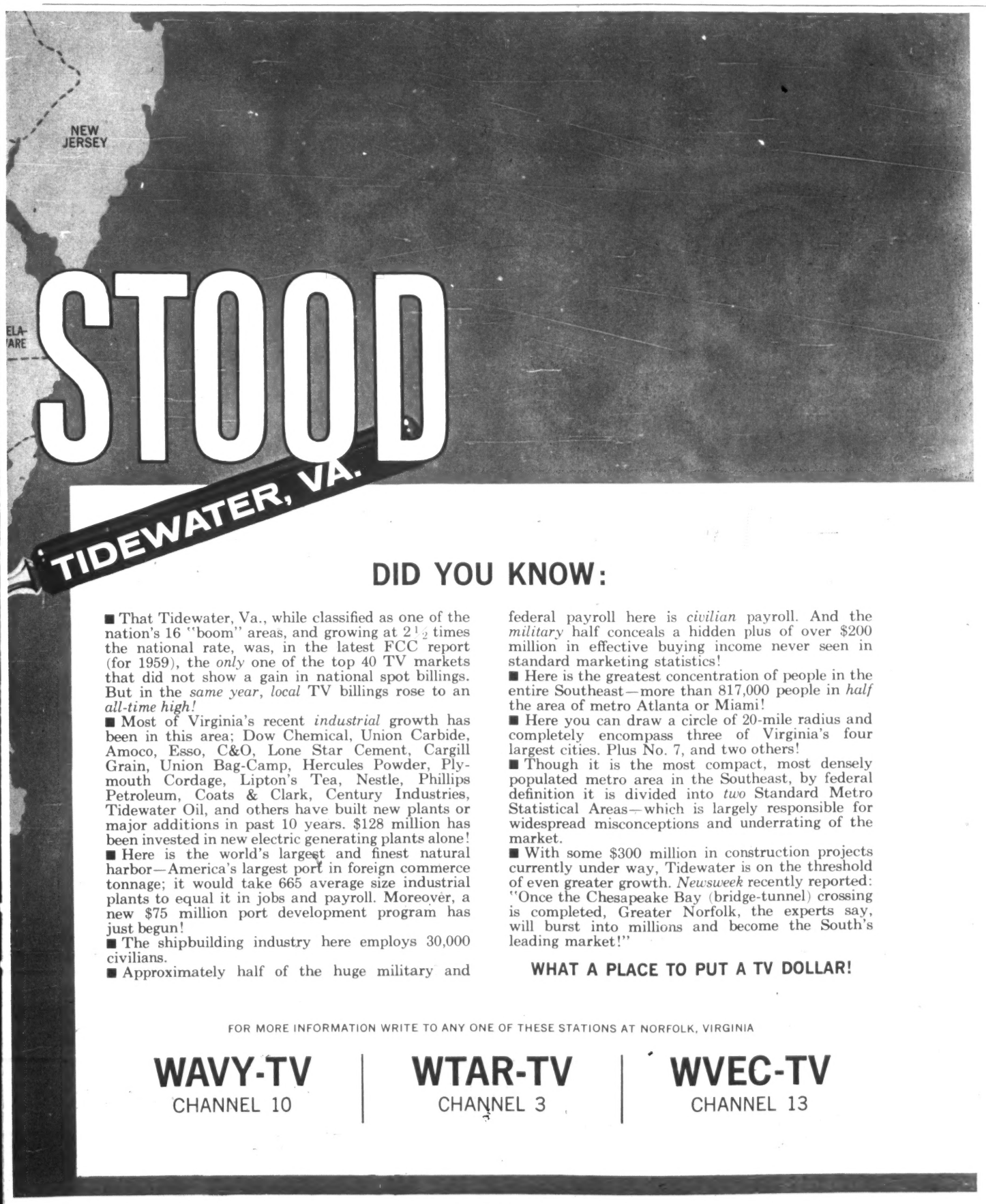
• White Sewing Machine Corp., Cleveland, which like many other companies has been diversifying to maintain a satisfactory profit picture, recently added a consumer products division to merchandise sewing machine parts, accessories and notions. First the company put out carded items designed for rack merchandising through supermarket, drug and variety chains. The sewing notions rack was followed by a disposable vacuum cleaner bag merchandiser.

■ To announce the vacuum cleaner bags to the trade, White sent out an offbeat card with a humorous sketch on the cover, with the



COOL CARD—*White Sewing Machine Corp. sent this announcement card (front and back shown) to tell about its new consumer products division.*

headline, "Competition is getting rough." Inside, copy described the new bags, and on the back, copy told of the success of new sewing notions and accessories. The card concluded: "They have been after us to come out with other lines—and we have—vacuum cleaner disposable bags—hurrah for men of courage everywhere!" Copy, layout and art were prepared by American Packaging Corp., Cleveland, and Bob Chelton, of White's consumer products division. #



DID YOU KNOW:

■ That Tidewater, Va., while classified as one of the nation's 16 "boom" areas, and growing at 2½ times the national rate, was, in the latest FCC report (for 1959), the *only* one of the top 40 TV markets that did not show a gain in national spot billings. But in the *same year*, *local* TV billings rose to an *all-time high!*

■ Most of Virginia's recent *industrial* growth has been in this area; Dow Chemical, Union Carbide, Amoco, Esso, C&O, Lone Star Cement, Cargill Grain, Union Bag-Camp, Hercules Powder, Plymouth Cordage, Lipton's Tea, Nestle, Phillips Petroleum, Coats & Clark, Century Industries, Tidewater Oil, and others have built new plants or major additions in past 10 years. $128 million has been invested in new electric generating plants alone!

■ Here is the world's largest and finest natural harbor—America's largest port in foreign commerce tonnage; it would take 665 average size industrial plants to equal it in jobs and payroll. Moreover, a new $75 million port development program has just begun!

■ The shipbuilding industry here employs 30,000 civilians.

■ Approximately half of the huge military and federal payroll here is *civilian* payroll. And the *military* half conceals a hidden plus of over $200 million in effective buying income never seen in standard marketing statistics!

■ Here is the greatest concentration of people in the entire Southeast—more than 817,000 people in *half* the area of metro Atlanta or Miami!

■ Here you can draw a circle of 20-mile radius and completely encompass three of Virginia's four largest cities. Plus No. 7, and two others!

■ Though it is the most compact, most densely populated metro area in the Southeast, by federal definition it is divided into *two* Standard Metro Statistical Areas—which is largely responsible for widespread misconceptions and underrating of the market.

■ With some $300 million in construction projects currently under way, Tidewater is on the threshold of even greater growth. *Newsweek* recently reported: "Once the Chesapeake Bay (bridge-tunnel) crossing is completed, Greater Norfolk, the experts say, will burst into millions and become the South's leading market!"

WHAT A PLACE TO PUT A TV DOLLAR!

FOR MORE INFORMATION WRITE TO ANY ONE OF THESE STATIONS AT NORFOLK, VIRGINIA

WAVY-TV CHANNEL 10 | **WTAR-TV** CHANNEL 3 | **WVEC-TV** CHANNEL 13

It's The

TRUTH

That Covers

ELKHART COUNTY

127% Greater Coverage Than Next Best Paper

ABC CIRC.: 23,441

A Quality Market—
CITY CSI $7,793

A Growing Market—
COUNTY POP. 106,800

A Sound Market—
OVER 200 INDUSTRIES

The ELKHART TRUTH

62% Daily Coverage of Elkhart County

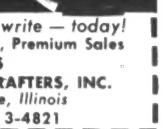
Represented by
Johnson, Kent, Gavin & Sinding

NEW—FROM BVI!

Premium Planning Service

- "Package Planning" for top premium and stamp plan results
- Complete merchandising program
- Profit from BVI leadership in "most wanted" premiums — Electric Can Openers, Paint Sprayers, Tools and Appliances

CALL OUR MAN WITH A PLAN FOR YOU



Phone, wire or write — today!
Manager, Premium Sales
BURGESS
VIBROCRAFTERS, INC.
Grayslake, Illinois
BAldwin 3-4821

Seattle Port Officials Debate Haydon's Ad Bill

Seattle Port Commissioner Tom McManus has threatened to file suit against Commissioner John Haydon, seeking return of $863 paid for advertising for the Port Commission late last year in Mr. Haydon's *Marine Digest*. Mr. McManus said the payment was illegal, but Mr. Haydon said the ads ran before he took office. Mr. Haydon said the commission's ads will be run free of charge in the *Marine Digest* during his six-year term (AA, Jan. 30).

CMA Names Edelstein

Irvin L. Edelstein Associates, Los Angeles, has been named to handle advertising and public relations for Consumers Mart of America, which opens its new $5,000,000 shopping city in Torrance, Cal., on April 20. CMA plans to invest $100,000 in advertising to promote the opening and plans to use 14 newspapers, six radio stations and some tv stations in southern California. The department store also has another unit in Anaheim, Cal., and two in Chicago.

Sherman Joins Quednau

Frederick Sherman has joined Henry Quednau Inc., Tampa, as creative director. Mr. Sherman was formerly with Grey Advertising Agency; Erwin Wasey, Ruthrauff & Ryan; and assistant to the advertising director of the Crosley division of Avco Mfg. Corp.

New 'Music' Magazine Bows

The first issue of *Music, the Magazine of Musical Enjoyment*, a new bi-monthly hard-cover magazine, will be mailed to charter subscribers this month. Vincent L. McKernin is publisher of the magazine, which will cover the entire spectrum of musical expression from marching bands to the latest jazz, to symphonies or opera. Offices are the Times Tower Bldg., New York.

NL&B Promotes Stephens

Needham, Louis & Brorby, Chicago, has appointed Norval B. Stephens Jr. an account executive. Mr. Stephens was formerly a marketing supervisor in the marketing department.

4 More Agencies Supply Billings Data

NEW YORK, March 29—A number of agencies have filed billings reports with ADVERTISING AGE too late for the annual billings issue, which appeared Feb. 27. These agencies range in size from $85,000 in billing to more than $2,000,000. They are here reported alphabetically:

Joseph F. Cavanaugh Ltd., Milwaukee, billed $85,634 in 1960, of which $49,628 represented capitalized fees. The agency started in business in mid-1960. Media breakdown: Newspapers 17.9%, magazines 1.4%, television 12.9%, business papers 66.5% and farm publications 1.3%. It has five employes and estimates 1961 billings will be up 80%.

Paul A. Fergus Co., South Bend, billed $362,195 in 1960, of which $111,252 represented capitalized fees; in 1959, comparable figures were $329,351 and $109,201. It added the Polart division of Lock Joint Tube Co.; Thomas L. Hickey Inc.; Geo. Way Drums; and the South Bend-Mishawaka Assn. of Insurance Agents. It reported no account losses. Media breakdown: Newspapers 11%, magazines 5%, radio 19%, television 12%, business papers 45%, transit 8%. It has six employes and estimates 1961 billings will be up 25%.

Grubb Advertising, Champaign, Ill., uses a fiscal year which ends in June. In the fiscal year ended June 30, 1960, it billed $2,038,988, of which $393,526 represented capitalized fees. It was the agency's first year as an incorporated business, and it expects that this year's billings will be higher. It added Meridian Mutual Insurance Co.; Life Time Gate Corp.; Creative Buildings; Hurletron-Electric Eye equipment division; and Inland Wire. It lost Faultless Milling and Crownline Mfg. Co. Media breakdown: Newspapers 8%, magazines 4%, radio 5%, television 45%, outdoor 1.5%, business papers 25%, farm publications 0.5%, point of sale 8%, and "other" 3%. It has 23 fulltime employes in three offices.

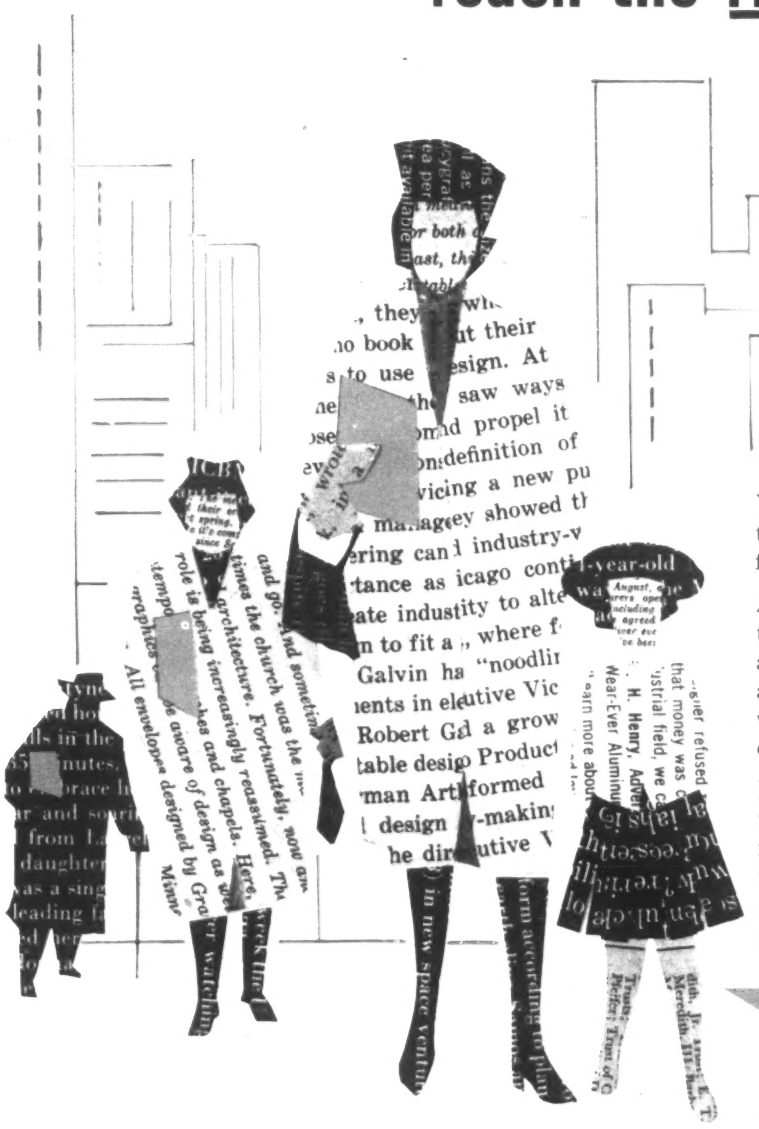
Mohr & Eicoff, headquarters New York, billed $2,940,000 in 1960, of which $300,000 represented capitalized fees. Comparable figures for 1959 were $2,325,000 and $215,000. It added Woodridge Builders; Park Terrace Builders; Hollywood Builders; Winston Chemical Co.; and Water Specialties Co.; it reported no account losses. Media breakdown: Newspapers 20%, magazines 3%, radio 6%, television 41%, outdoor 3%, business papers 15%, farm publications 5%, and point of sale 7%. It has 22 employes in two offices, and estimates 1961 billings will be up 20%.

Charles E. Vautrain Associates, Holyoke, Mass., billed $643,842 in 1960, of which $505,618 represented capitalized fees, and $667 was billed outside the U.S. In 1959, comparable figures were $658,480, including capitalized fees of $532,849 and billing outside the U.S. of $2,050. It added F&D Tool Co.; Production Tool & Die Co.; L. D. Van Valkenburg Co.; Eastern Plastics and Hardening Industries. It lost Hurlburt Paper Co. and Hale Co. Media breakdown: Newspapers 1%, magazines 1%, radio 1%, television 1%, outdoor 1%, business papers 94%, farm publications 1%. It has five employes and estimates 1961 volume will be up 10%. #

Honig Renames Friend-Reiss

Jack L. Honig Inc., New York, children's dress manufacturer, has returned its account to Friend-Reiss Advertising, New York, after an 11-year absence. Robert E. Rolnik Associates, New York, has been handling the account.

Does your media schedule reach the right families?



Your best space buys are likely to be the magazines that reach the *right* families for your particular product.

And if you're using tv too, you'll need to know your *combined* magazine tv audience . . . how *many* families you are reaching . . . *where* they are . . . and, whether they are the type of people or homes who buy your product.

Nielsen Media Service now provides these needed marketing facts for the first time . . . on a continuing basis . . . using industry-accepted techniques . . . for agencies, advertisers, and publishers.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
CHICAGO 45, ILLINOIS
2101 Howard St., HOllycourt 5-4400
MENLO PARK, CALIFORNIA
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NMS NIELSEN MEDIA SERVICE

Nielsen Media Service
providing actionable facts on magazine/tv audiences for marketing decisions
1207
A. C. Nielsen Company · 2101 Howard Street, Chicago 45, Illinois · HOllycourt 5-4400

Hitch your star to a wagon

Good talent is a grand and glorious thing. Great talent is even grander. But no talent is worth a dime of any sponsor's money unless the commercials measure up to the entertainment.

Those vital minutes of commercial time bear a heavy load of responsibility. What counts on the balance sheet is their power to grip . . . to sell . . . to return a profit.

The commercial is the payoff. . . . N. W. AYER & SON, INC.

Eventually, why not now?

Sooner or later, Chicago admen discover there is a difference in the character of the service they should expect. That's why more and more are coming to insist on nothing less than the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Chicago Community Newspapers Form Group

Four Chicago community newspaper publishers have joined to offer combined rates. The Chicago Accredited Newspapers consists of the Southtown Economist Group, Garfieldian Publications, Peacock Northwest Publications and Lerner's Chicago North Side Newspapers. William Stophlet Advertising is the national representative.

The new group open rate for the 36 mid-week home delivered newspapers is $1.80 a line, compared to $4.01 for all of them purchased individually. Total circulation is 486,000.

Pinkley Buys Orange Daily

Virgil Pinkley, California newspaper publisher and editor, has purchased the *Orange Daily News*, 78-year-old California daily, from Charles O. Voigt. The Pinkley organization now publishes five dailies, two weekly newspapers and one Sunday newspaper in three southern California counties.

TV Code Office Issues Guides for Weight Reducer Ads

NEW YORK, March 29—Taking note of the current rage for weight reduction formulas in calorie conscious America, the New York tv code office of the National Assn. of Broadcasters has put together a group of commercial guidelines for this growing advertising category.

NAB emphasized that the category is not one of television's problem areas. The guides, published in the March tv code bulletin, are intended to answer questions in advance for stations and advertisers.

The code office suggested that these points be watched carefully when considering commercial copy for liquid and bulk weight reducer products:

- "Any implication of a specific weight loss over a given period of time for all users.
- "Unqualified references to satisfying the appetite and to weight reduction in a manner that is quick and easy.
- "The implication that consumers can or should use any product for the total diet without proper medical guidance.
- "Encouragement of self-diagnosis by inadequate attention to the fact that, generally speaking, weight reducing, to be both safe and effective, should be subject to a plan of low caloric intake under proper medical supervision, particularly in cases of excessively overweight persons or those with a history of illness or some abnormal disorder."
- The code office didn't say so in so many words, but the implication was that all the above approaches should be avoided. #

Harris D. McKinney and Creative Services Merge

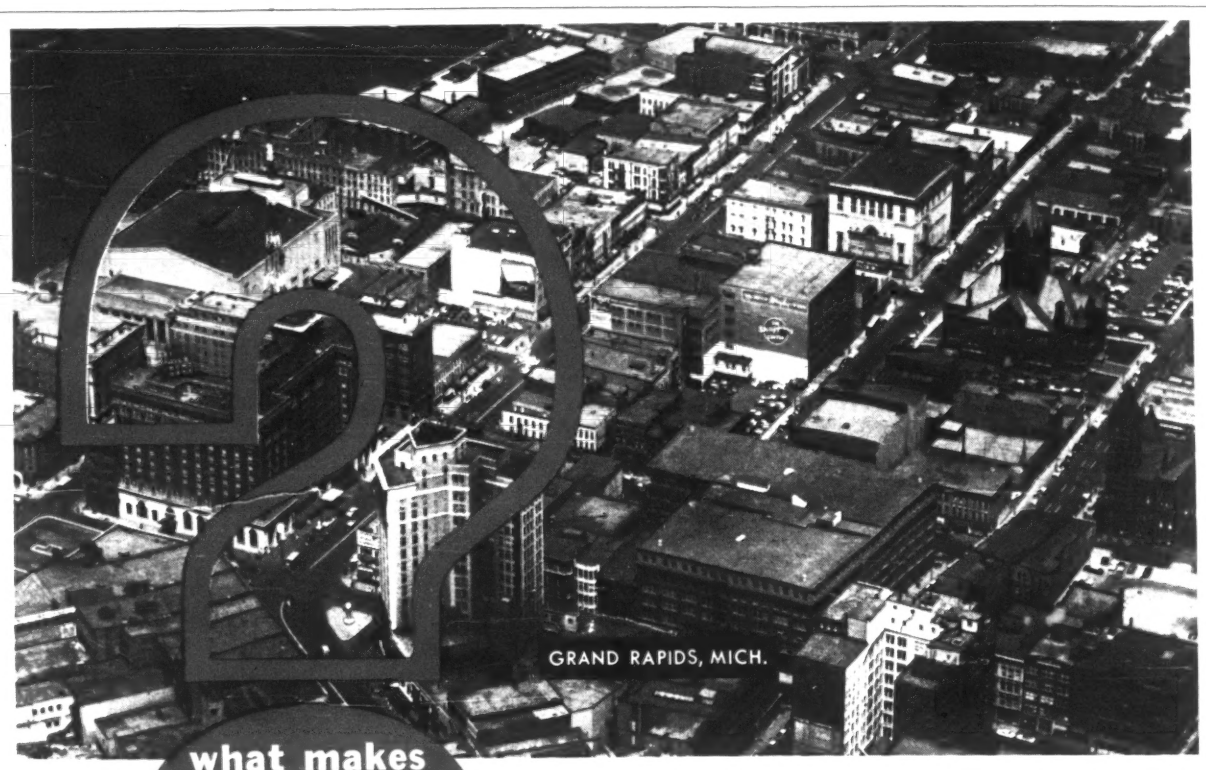
Harris D. McKinney Inc., Philadelphia, has merged with Creative Services, Cleveland, which will become a branch office of the McKinney agency. The merger will result in a 25% increase in McKinney's billings, which currently exceed $2,000,000, the agency reports. George G. Thompson, former account executive of D'Arcy Advertising Co., will be vp and manager of the Cleveland operation. James C. Toedtman and Samuel A. Jaeger, founders of Creative Services, will be vps.

Sawyer's Projector Ads Set

Sawyer's Inc., Portland, will introduce its new slide projector, with electric eye sensitivity to automatically adjust to light and dark slides, via a magazine campaign. Page ads are scheduled for *Modern Photography*, *Popular Photography* and *U. S. Camera*. Half pages and one-third-page units will run in *Esquire*, *Holiday*, *National Geographic Magazine*, *Newsweek*, *The New Yorker*, *Playboy*, *The Saturday Evening Post*, *Saturday Review*, *Sports Illustrated*, *Sunset Magazine*, *Time*, *True* and photo trade publications. H. A. Bohm & Co., Chicago, is marketing agent. Gourfain-Loeff, Chicago, is the agency.

Ayres, Swanson Adds Six

Ayres, Swanson & Associates, Lincoln, Neb., marked its 15th anniversary with six new appointments: Roderick Morse, formerly of Meredith Publishing Co., art director; Morgan Beste, formerly with Potlatch Forests, Pomona, Cal., and Audrey Smock, from Science Research Associates, Chicago, artists; W. D. Fryers, from KARD-TV, Wichita, and Ronald Byrd, Montgomery Ward & Co., Chicago, copywriters; and Richard Lorimer, from Bozell & Jacobs, production manager.



what makes this city a great test market

Manufacturers and agency executives who plan and supervise test programs stress these four points:

• The market should be isolated • Population makeup should be typical • Distribution facilities should be adequate • A single advertising medium should cover the area

Grand Rapids Measures Up!

ISOLATED MARKET: Grand Rapids is 146 miles from Detroit, 169 miles from Chicago, 164 miles from Toledo. No city over 200,000 population is nearer.

TYPICAL POPULATION. 363,187 (metropolitan area)—92.5% native born, 7.5% foreign born.

MARKETING FACILITIES: Grand Rapids is the wholesale and retail distribution center for the entire 23-county West Michigan area.

ONE-MEDIUM COVERAGE: The Grand Rapids Press offers coverage in 9 out of 10 homes in city zone. Daily net paid circulation now over 125,000.

It's no wonder that SALES MANAGEMENT MAGAZINE reports Grand Rapids as one of the four most frequently used test markets in the nation!

SPLIT RUN COPY ACCEPTED • ROP COLOR

THE GRAND RAPIDS PRESS

EVENING • SUNDAY

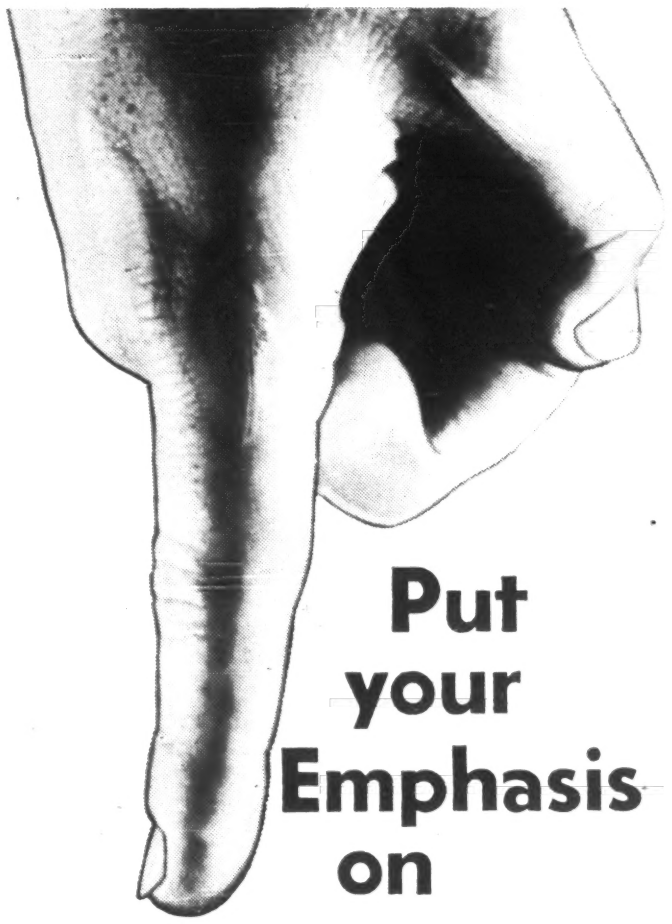
NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Out there to the east—a Castro tank!
U.S. Marines plot the position, sound the alert.
This time a false alarm,
but the attack could come any moment.
For the fence around our base at Guantánamo
has become an "Iron Curtain Next Door."
Cut off from friends, menaced by a potential foe,
6,300 Americans—servicemen, wives, children—
wait . . . and watch . . . and wonder.
Know them in their anxiety and
you gain a better understanding
of this mounting crisis on our doorstep . . .
in the current LOOK, *the exciting story of people.*

LOOK

From IRON CURTAIN NEXT DOOR, in the April 11, 1961, LOOK



Put your Emphasis on

MEMPHIS

...and do a DOUBLE-DUTY selling job!

Memphis newspapers do more than just sell the 620,100 residents of the Memphis Metro Area. Memphis newspapers dominate a TOTAL MARKET of 76 counties where 2,533,000 people live and earn $3,088,268,000 annually.

Any way you look at it, mister, that is a market of tremendous purchasing power!

To help you appreciate the sales potential of this important market, we'll be glad to forward you complete market data.

Buy MEMPHIS!
Buy MEMPHIS NEWSPAPERS!

THE COMMERCIAL APPEAL
•
MEMPHIS PRESS-SCIMITAR

* MEMPHIS, TENN., SCRIPPS-HOWARD NEWSPAPERS

Nielsen Network TV

Two Weeks Ending March 5, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,479
2	25 Years of Life (Life Magazine, NBC)	17,916
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,822
4	Rawhide (Participating sponsors, CBS)	15,993
5	Andy Griffith Show (General Foods, CBS)	15,712
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,665
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	15,289
8	77 Sunset Strip (Several sponsors, ABC)	15,196
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	15,102
10	Walt Disney Presents (Several sponsors, ABC)	14,680

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	39.4
2	25 Years of Life (Life Magazine, NBC)	38.2
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	38.0
4	Rawhide (Participating sponsors, CBS)	34.1
5	Andy Griffith Show (General Foods, CBS)	33.5
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.4
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	32.6
8	77 Sunset Strip (Several sponsors, ABC)	32.4
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	32.2
10	Walt Disney Presents (Several sponsors, ABC)	31.3

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,025
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,805
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,633
4	Andy Griffith Show (General Foods, CBS)	14,586
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,305
6	The Real McCoys (Procter & Gamble, ABC)	13,789
7	Dennis the Menace (Kellogg, Best Foods, CBS)	13,179
8	Rawhide (Participating sponsors, CBS)	13,132
9	My Three Sons (Chevrolet, ABC)	13,085
10	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	12,898

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	36.3
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.7
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.2
4	Andy Griffith Show (General Foods, CBS)	31.1
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	30.5
6	The Real McCoys (Procter & Gamble, ABC)	29.4
7	Dennis the Menace (Kellogg, Best Foods, CBS)	28.1
8	Rawhide (Participating sponsors, CBS)	28.0
9	My Three Sons (Chevrolet, ABC)	27.9
10	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	27.5

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

New Sports Car Book Bows

Sports Car Graphic, Los Angeles, Petersen Publishing Co.'s seventh automotive magazine, will bow in April. The new book will have an initial circulation of 135,000, and the one-time b&w page rate is $500. Highlight of the initial issue is a five-page full color ad for the new Peugeot 404. Other major advertisers in the first issue are Porche, Mercedes-Benz and Lancia.

Stebbins Gets Bonanza

Bonanza Air Lines, Las Vegas, has appointed Hal Stebbins Inc., Los Angeles, to handle its advertising. Gaynor & Ducas, Beverly Hills, Cal., is the former agency.

FTC Charges Brocress With False Advertising

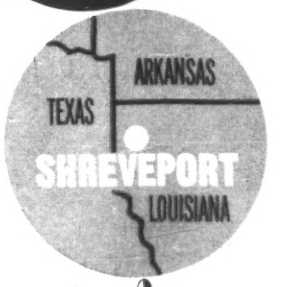
The Federal Trade Commission has charged the operators of a Louisville hair-growing preparation company with making false claims for their product. The complaint named Forrest and Alberta L. Brodie, who it said trade as Brocress Laboratories, Lesley Hair & Scalp Consultants and Lesley Hair & Scalp Specialists.

Included in the charges listed in the complaint was one that the maker's preparation is useless in treating the most common type of baldness (male pattern baldness), although the makers claim it will cure nearly any type. Roger Cresswell, assistant manager of Brocress Laboratories, said his company's advertising has carried for the past six or seven months a statement that this type of baldness cannot be helped. He said "neither we nor our competitors" carried the statement before, since it was not required. "That evidently is what they are citing," he said.

WQTE Presents Dealers

WQTE, Detroit, is presenting four auto dealers on its early morning show during a two-week period to tell listeners "why this is the best time of the year to buy your new car." The series is designed to aid the Detroit automotive economy.

KSLA TV



KSLA-TV
SHREVEPORT
LOUISIANA

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

ANNOUNCING

THE FIRST DETAILED STUDY OF CHEMISTS AND CHEMICAL ENGINEERS

"THE CHEMICAL SPECIALIST"

as professionals: **their titles and functions, industry experience, and fields of activity**

as businessmen: **their education, training, income and goals**

as customers: **their participation in the selection and purchase of chemicals, equipment, instruments and services.**

Over 400 personal interviews

Chilton Research Services conducted more than 400 personal interviews with chemical specialists throughout the chemical process industries—in food, textiles, paint, plastics, steel, chemicals, etc.—in management, research, processing, development and marketing.

Their answers, shown in this report, provide the first detailed profile of chemical specialists—who they are, where they work, how they function, what they buy, how they read.

Market information in depth

You will find facts on chemical specialists' remarkably high professionalism (50% hold a Master's Degree or Ph.D.) . . . their sharp advance in industry (over half have moved into new positions within the past few years) . . . their importance in evaluating chemicals, developing new processes, and testing equipment . . . and their wide influence in the selection and purchase of specific products:

- process equipment
- packaging materials and equipment
- construction materials
- production instruments and controls
- bulk chemicals and solvents
- chemical specialties
- services
- resins and other polymers
- plant auxiliary equipment
- catalysts and catalyst supports
- laboratory supplies and equipment

Now available

This complete report answers hundreds of questions important to the sale of chemicals, equipment, instruments and services in today's market. For your free copy, just fill in the attached coupon and drop it in the mail, or contact your C&EN representative.

CHEMICAL AND ENGINEERING NEWS

Published by the American Chemical Society and read weekly by more than 100,000 chemical specialists...twice as many as any other chemical publication.

Advertising Management: Reinhold Publishing Corporation, 430 Park Avenue, New York 22

To: Director of Research
CHEMICAL AND ENGINEERING NEWS
Reinhold Publishing Corporation
430 Park Avenue, New York 22, New York

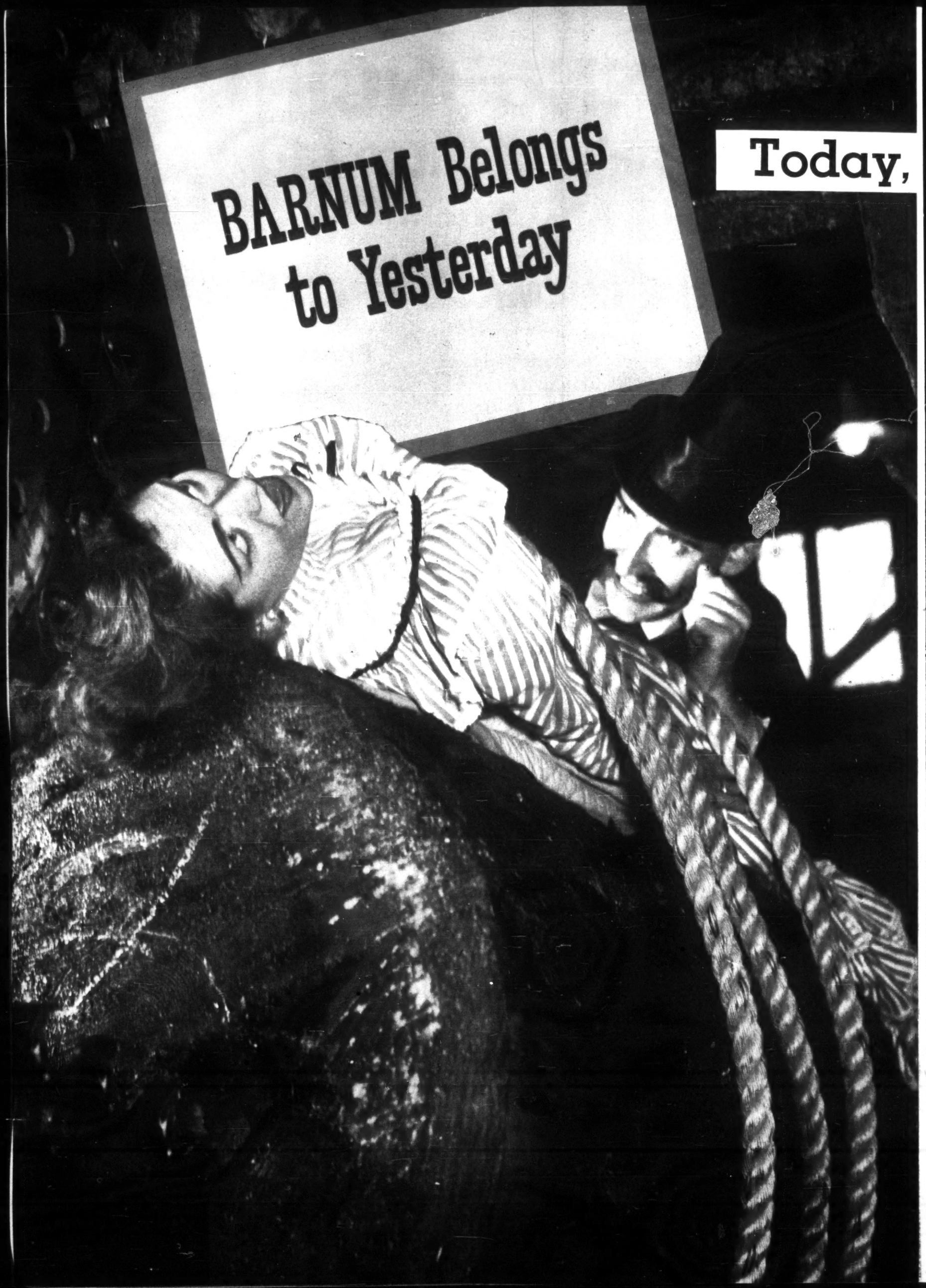
Dear Sir:
Please send me a copy of "The Chemical Specialist: Professional, Businessman, Customer."

NAME:.....

TITLE:.....

COMPANY:.....

ADDRESS:.....


BARNUM Belongs
to Yesterday
Today,

the essential and most potent force in advertising is

BELIEVABILITY

Reader confidence cannot be bought, forced or contrived.

It must be earned.

In San Francisco, the integrity of the **EXAMINER** backs up your advertising. The **EXAMINER** has been first in influence for over 70 years because readers have learned to rely on the validity of its news reporting and the ethics of its publishing policy.

Brightly written—tastefully edited—it carries more news and features than any other San Francisco newspaper.

Its appeal is to bright, intelligent and discriminating people. Perhaps this is why more advertisers—Retail, National and Classified—find the **EXAMINER** is the most profitable way to move merchandise in the San Francisco market.

First Award for "General Excellence" Among All California Newspapers

San Francisco **BELIEVES** in the

EXAMINER

Tells More — Says It Better!

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Chicago WAC, CFAC Set Collegiate Ad Conference

The Chicago Federated Advertising Club and the Women's Advertising Club of Chicago will sponsor a Collegiate Advertising Conference of Mid-America April 3, 4 and 5 for 40 graduating seniors from midwestern colleges. The three-day program will include discussions with advertisers, agencies and media executives.

Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son, will address a luncheon April 4 on "What do the next five years offer someone in advertising?" The Wednesday session will include visits with members of the CFAC and WAC whom students select as the person they most want to talk to.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

Allen Named Publisher of 'Contractors & Engineers'

Edward George Allen Jr., publisher of *Mart*, has been named to the additional position of publisher of *Contractors & Engineers*, New York, a Buttenheim publication. He succeeds Robert Burton, who died March 17.

At the same time, Dixon Scott, an ad sales representative, has been named to the new title of ad sales manager of *Mart*. His place will be taken by Edward J. Lohan, formerly a feature writer on the magazine.

OF COURSE, JACK CUNNINGHAM REMEMBERS YOU—*This caption was suggested by Don Murray, who has his hand on his co-producer's shoulder.*

WALTER'S WIFE—*Cindi Wood, ex-Madison Ave. model, appears in "The Hoodlum Priest" with Don Murray.*

Ex-Adman Wood Hopes 'Hoodlum Priest' Is New Low-Budget Miracle

Erstwhile Man from C&W Held Cost of Movie to $600,000

NEW YORK, March 29—"The Hoodlum Priest," a motion picture now being released to theaters across the country by United Artists, is already being described in the trade as another "Marty," the low-cost UA picture of 1955 which turned out to be an artistic and box-office blockbuster.

This film should also have more than usual interest for advertising people because it was co-produced by Walter Wood, former account executive with Cunningham & Walsh, New York.

Mr. Wood left Madison Ave. last year to go into partnership with actor Don Murray ("Bachelor Party" and "Hatful of Rain"). He had been with C&W for seven years.

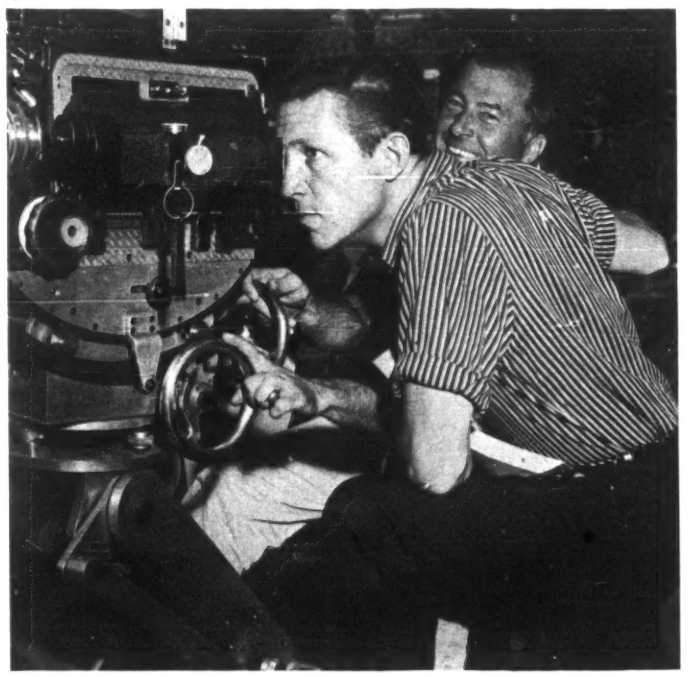
■ Murray-Wood, which aims to become another Hecht-Hill-Lancaster, was formed with its first project clearly in mind: A picture based on the life story of Rev. Charles Dismas Clark, the St. Louis priest who became a national figure for his work with convicts.

It was Don Murray's enthusiasm for this story that led to the creation of Murray-Wood. Mr. Murray starred in the film and also was co-author of the screen play, under the name Don Deer.

"The Hoodlum Priest" was made last year on location in St. Louis. The shooting took 38 days. Production costs totaled $600,000, supplied 100% by UA.

Mr. Murray, in what his partner called "a carefully rehearsed speech," testified to ADVERTISING AGE that Walter Wood turned out to be a very valuable person. "He picked up the movie business very fast," Mr. Murray related, "and he spent more time on the set than any producer I have seen."

Mr. Murray said Mr. Wood's chief contribution was his business



LET 'EM ROLL—*Walter Wood, boy producer, script in arms, takes a peek through the movie camera.*

You step in luxury when you enter the rich Cincinnati market on its largest and greatest daily newspaper, the Post and Times-Star. Imagine getting 275,000 circulation in this great market for a very economical milline rate, far below those of nearly all other papers in America. Purchasing power, editorial strength, largest daily circulation, a real bargain in rate . . . there you have the ideal market setup for exceptional profits.

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

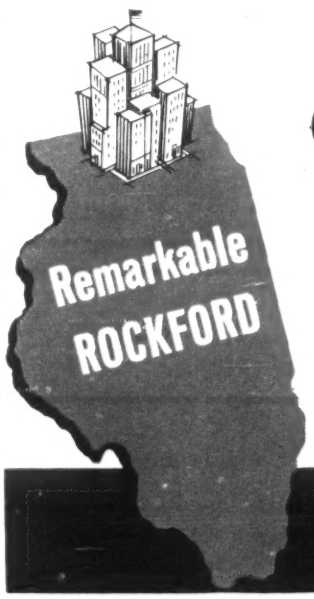
One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

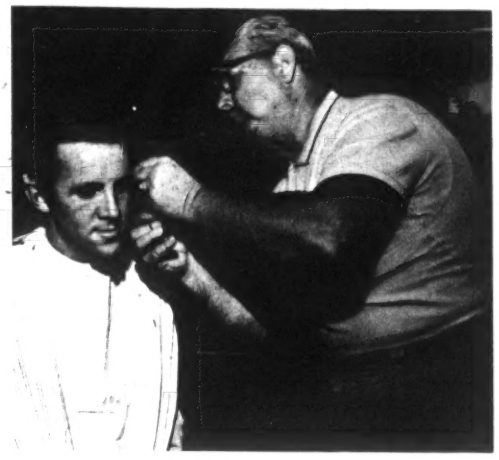
Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers



552,243 IS THE ABC
City and Retail Trading Zone Population

Audit Bureau of Circulations has just released these figures:—CITY ZONE POPULATION:—176,855; RETAIL TRADING ZONE:—375,888; for a total figure of 552,243 as based on 1960 Census. What ABC doesn't show is that Remarkable ROCKFORD is FIRST (outside Chicago) in population, retail sales, jobs, growth and FIRST IN ILLINOIS (including Chicago) in ROP Retail Color.

ROCKFORD MORNING STAR & Register-Republic
Finest FULL COLOR Facilities



THIS COST $600—*Walter Wood remembers this as the most expensive haircut he has ever had. Union rules require that when a picture is being shot on location, local cameramen must be hired. Mr. Wood, a shrewd business man, got the standby $600-a-week cameraman to cut his hair.*

sense. "He kept an independent viewpoint always in mind," said the actor.

■ Walter Wood, for his part, is tickled pink, not because he is out of the advertising business, which he says he enjoyed immensely, but because of the opportunities now open to Murray-Wood. "The Hoodlum Priest" has drawn rave reviews in *Newsweek*, *Time* and other places, and Murray-Wood is besieged with story offers.

Walter said: "I guess I have always been guilty of schizophrenia. On Madison Ave. they thought I was a little flamboyant; in Hollywood, they think I'm too conservative."

"The Hoodlum Priest," incidentally, also features another ex-tiller of Madison Ave.—Cindi Wood, Walter's wife, who has the female lead in the picture. Cindi was a highly successful model for the Ford agency in New York. She first attracted Hollywood's attention with her commercials for Parliament cigarets.

■ There is, of course, also an advertising program for "The Hoodlum Priest." UA expects to be spending about $250,000 to promote the film, which is a little more than the Italian Line spent when Mr. Wood was supervising its account at C&W. ≠

ServiceMaster Radio Drive Offers Rug Care Booklet

ServiceMaster, Chicago, rug and home furnishings cleaning company, has purchased co-sponsorship of the Saturday Paul Harvey news show on ABC Radio. The company is offering a booklet, "Correct Care for Carpets," to listeners.

In a follow-up system, the company is processing requests for the booklet at Chicago headquarters then relaying requests to the 1,000 franchised dealers or associates throughout the country. The local ServiceMaster organization then telephones the writer saying the booklet is being mailed or delivers it personally. Tying in with the radio show, a wrap-on cover has been put on the booklet featuring a photo of Paul Harvey, with a message introducing ServiceMaster as "the man I want you to meet." ServiceMaster reports 5,900 requests were received in the first three weeks of the offer. Biddle Co., Chicago, is the agency.

Four Buy 'New Breed'

"The New Breed," a new ABC-TV fall entry show, has been sold to Brown & Williamson (Ted Bates & Co.), Johnson & Johnson (Young & Rubicam), Scott Paper Co. (J. Walter Thompson Co.) and Miles Laboratories (Wade Advertising).

C-E Moves Champion

Champion Paper & Fibre Co. account has been transferred by Campbell-Ewald Co. from Detroit to the agency's New York office. Phillips B. vanDusen will be account supervisor on Champion, which has been with C-E since 1948.

Heim, Tincher, Parrish to Leave FTC

John R. Heim, director of the Federal Trade Commission's bureau of consultation, has left to become general counsel of an unnamed Minneapolis company. William Tincher has left FTC's bureau of litigation to join Westinghouse Electric Corp., and Robert Parrish, executive director of FTC, has been asked to resign. Jobs of all three have been requisitioned for newcomers to be appointed by Chairman Paul Rand Dixon.

'Pacific Drug' Changes Name

Beeler Publishing Corp., San Francisco, has changed the name of *Pacific Drug Review* to *Western Pharmacy*. At the same time, the company announced that the publication has completed its initial audit and has become a member of both Business Publications Audit of Circulation Inc. and National Business Publications.

Whirlpool Boosts Gow

Whirlpool Corp., St. Joseph, Mich., has appointed Ronald I. Gow sales promotion manager of its utility sales division. Mr. Gow, formerly assistant national advertising manager, succeeds Stephen E. Upton, who has been appointed sales manager, gas refrigerators.

Williams & Swanson Adds 2

Williams & Swanson Advertising, Spartanburg, S. C., has been named to handle advertising for Case Bros., Spartanburg, S. C., distributor of Allen electronic organs, and Moretex Chemical Products, Spartanburg.

Buffington Joins Beckman

Al Buffington has joined Beckman, Koblitz, Los Angeles, as creative director. Mr. Buffington was formerly radio and tv account executive of the Union Oil account at Young & Rubicam.

Curtis Allbrite Names Roche

Curtis Allbrite Lighting Inc., Chicago and San Francisco, has named Roche, Rickerd & Cleary, Chicago, to handle its advertising.

Think BIG when you think of PHOENIX

Big League . . . all the way. That's the Phoenix Market. And, Phoenix is really Big League right now with the Giants, Red Sox, Cubs and Indians here playing exhibition baseball.

But for home-run selling keep these facts in mind: Metropolitan Phoenix food sales have more than doubled, buying income is up **70.4%** in 5 years. 1960 retail sales scored an all-time high of **$1,084,600,000!**

Penetrate this Big League BUYING POWER with the ONE low-cost medium. Daily metropolitan coverage **91.6%**, plus all-Arizona family coverage of **63%**.

The Arizona REPUBLIC Morning and Sunday

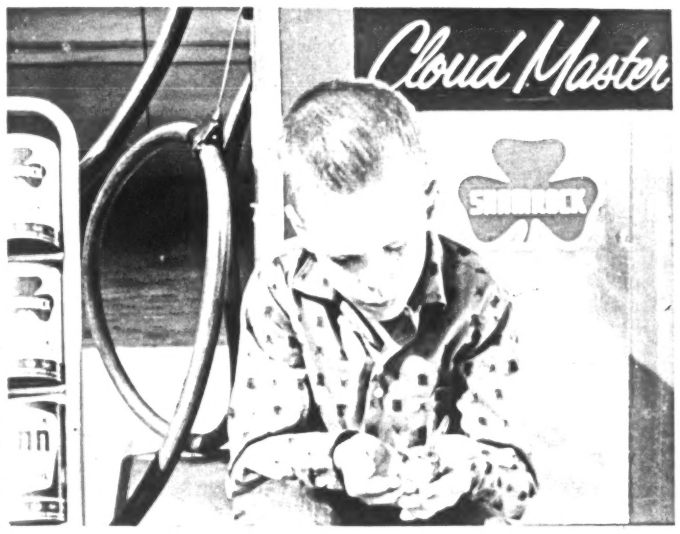
The Phoenix Gazette Evening

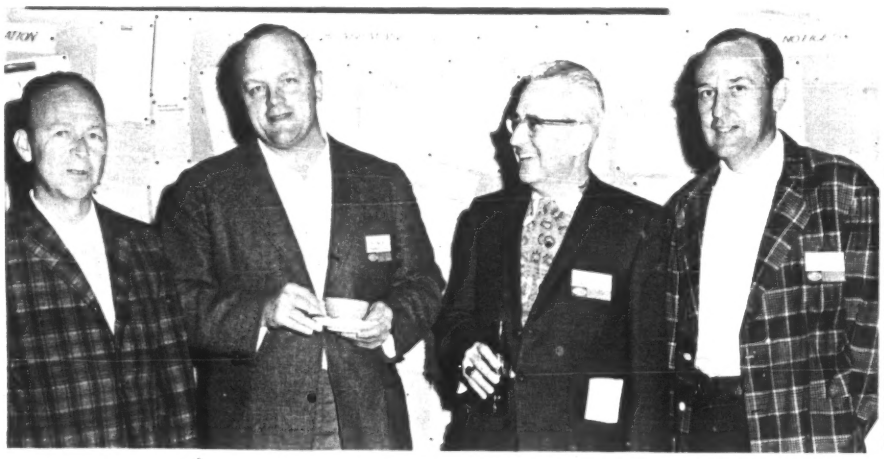
CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

PHOTO REVIEW OF THE WEEK

USES OF WOOD—*This is the third in the 1961 consumer campaign ads of the National Lumber Manufacturers Assn. It will appear in the April 21 Life. Four more ads will follow during the year.*

GOLD MEDAL WINNERS—*Winners of the three gold medal awards in the Dallas-Fort Worth Art Directors Club fourth annual awards were Dave Renning of Neiman-Marcus Co., Dallas, for the decorative illustration treatment of Dickens' "A Christmas Carol" for a newspaper ad; Walter Ender, Dallas designer, for his Chance Vought Electronics direct mail piece; and G. Don Curphey, McCormick Advertising, Amarillo, for a one-minute Shamrock Oil & Gas Co. television commercial. Ten silver medals and 26 merit certificates were given also.*





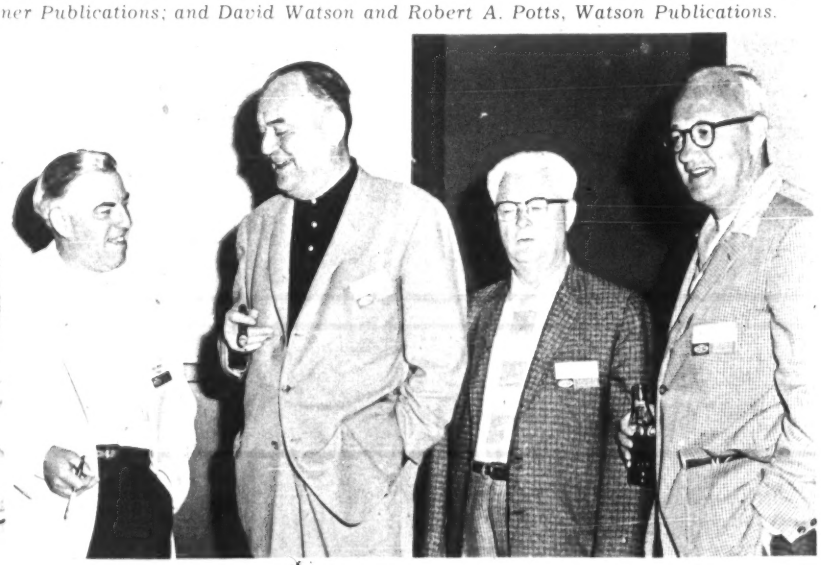
Smith Davidson Watt Safford

NBP MEETING—*Publishers gathered at the National Business Publications session at Palm Springs, Cal., were Richard P. Smith, W.R.C. Smith Publishing Co.; Richard S. Davidson, Progressive Grocer; Leslie A. Watt, Watt Publishing Co.; Edward S. Safford, Rogers Publishing Co. division of Cahners Publications; Richard M. Beeler, Beeler Publishing Corp.; Leonard A. Eiserer, American Aviation Publications; Ray L. Huebner, Huebner Publications; and David Watson and Robert A. Potts, Watson Publications.*

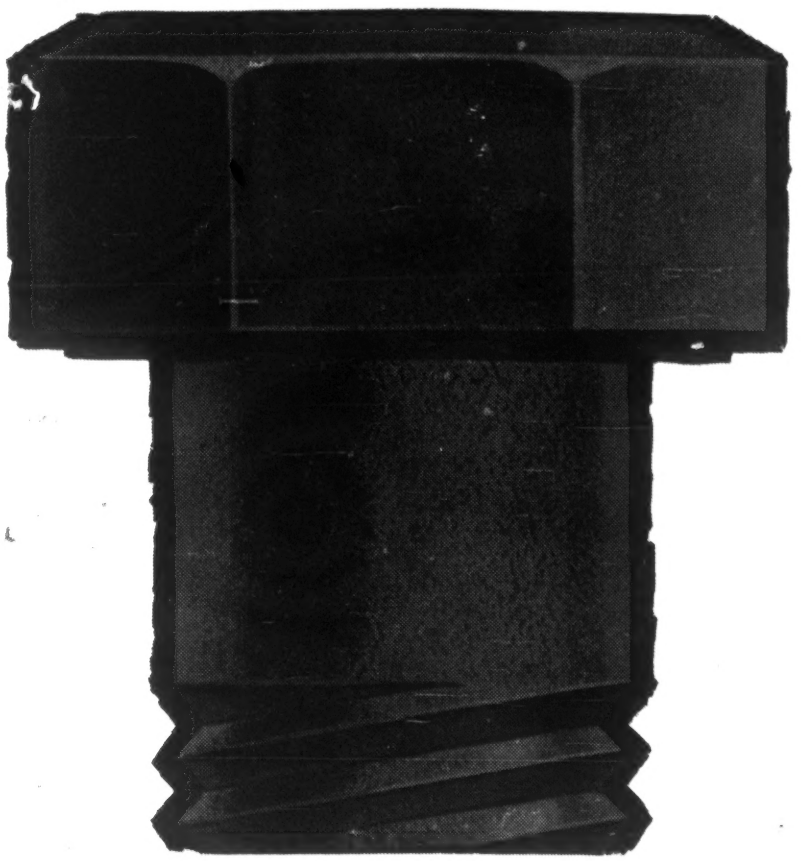
Beeler Eiserer Huebner Watson Potts

B. P. Mast Jr. Laurie Mast B. P. Mast Sr. Rice

THREE GENERATIONS—*Three generations of Masts attended the NBP meeting. Here with B. P. Mast Sr., Conover-Mast, are B. P. Jr. and his daughter Laurie. Others at the meeting: Frank Rice and Russ Jaenke, Penton Publishing Co.; G. Carroll Buzby, Chilton Co.; W. A. Wilson, Pit & Quarry; Taylor Kennedy, Irving-Cloud Publishing Co.*



Jaenke Buzby Wilson Kennedy



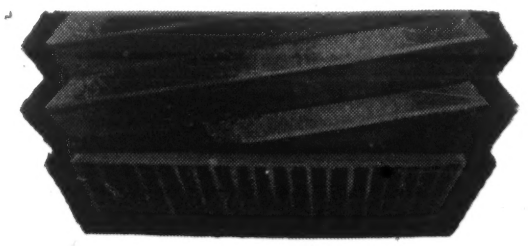
HOLDING POWER

What does it take to hold a reader's enthusiasm? From issue to issue? From front to back? It takes news, yes. But it takes a lot more. Solid information that helps him do his job better...helps him move ahead ...serves him as a continuing textbook. That's why PURCHASING Magazine is written to fully cover these 11 essential areas: Products and processes, economic trends, news highlights, purchase law, inventory control, supplier relations, standardization, price forecasting, value analysis, linear programming, and materials management. No other purchasing publication comes close to this kind of editorial thoroughness...or reader holding power. Proof? Our average Starch scores of advertisements vary only 1.9% from front to back. That's holding power working for you.

PURCHASING
MAGAZINE

NBP BPA *Sells the man who buys*

A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y.



75,283 ABC 9/30/60 MAINE'S Largest Daily Newspaper

...REACHES MORE FAMILIES

...SELLS A BIGGER MARKET

Advertising in the BANGOR DAILY NEWS reaches ⅓ of Maine's families, income, retail sales. Our ABC Trading Area showed the state's greatest population gains. Retail Sales Tax receipts show Greater-Bangor-Market best place to build sales.

Reach more families—sell the BIG Maine Market through—

The Bangor Daily News

Represented by Johnson, Kent, Gavin & Sirding, Inc.

British Advertisers' Plan: Cut BBC in on Ad Revenue; Added Time Would Cut Ad Costs

LONDON, March 28—The Incorporated Society of British Advertisers revealed last week that it has suggested a revolutionary form of television operation for Britain which would give the country two and possibly three commercial networks.

The suggestion was contained in its report to the government-appointed Pilkington committee, now studying the future of broadcasting and television in Britain.

Despite its call for an extension of commercial television facilities, the ISBA reiterated its previous statement that it is not in favor of sponsored television and called for a continuation of the present spot tv system.

■ ISBA suggested that there be three transmitters in each television area. These would jointly transmit programs by the commercial companies and the British Broadcasting Corp. under a central co-ordinating body.

On each of the transmitters the BBC would have one-third of the viewing time, with two-thirds going to commercial television. This would apply to each transmitter so that, over-all, the BBC would have the equivalent of one channel's viewing time.

■ The central co-ordinating body would insure that the BBC got a fair share of peak viewing time on each channel. Spot advertisements could also be carried on either side of BBC programs, and the BBC could be given its share of the advertising revenue.

This system, said the ISBA, would not only mix programs of higher standards with more popular ones but would provide the financing necessary to do away with the current $11.20 per set license fee.

■ "We realize that it postulates a radical change in the whole attitude to commercial and BBC television broadcasting," the report said. "There would be practical difficulties to overcome in carrying it out; but these would not be insoluble.

"The problems, for instance, of split-second network timing already have been solved by independent television.

"Special machinery would have to be set up to administer the financial aspects."

On the question of advertising rates for television the ISBA said many advertisers felt that these are unnecessarily high and, in fact, much higher than they need be.

This would not be the case if the existing program contractors did not have an absolute monopoly. "The evidence for this lies in the very high level of profits now being achieved by the program companies," said the report.

Advertising rates could be reduced through competition and increased viewing time, the report suggested.

■ ISBA said it is not in favor of a third channel run by the BBC, since "to concentrate high-caliber educational and cultural programs in one channel would be to create . . . a type of channel which would cater for, and appeal to, a minority only."

As an alternative to establishing a second commercial network, the BBC should be permitted to carry advertising on its own television programs, the report said.

"In addition to any proposed developments we suggest that the Postmaster-General should be permitted to run a pay tv service, commercially if necessary."

The society said it believes there is a considerable reserve of many types of potential talent as yet untapped in Britain and that the provision of more channels would give the opportunity of using what might be called the "documentary" talents of scientists, artists, industrialists, professors and others.

It did not recommend an immediate change in the pattern of BBC national sound broadcasting, but suggested that franchises for radio stations be issued to local interests.

■ The BBC should also be allowed to operate local radio stations as long as there was no increase in the current $2.80 radio license fee; these stations, if established, should also be allowed to take advertising, ISBA recommended.

On the question of television program content and criticism that tv is responsible for growing so-

CUT COSTS *with more mail-order sales!*

Many a firm – maybe yours – can do this.

Nowadays it does not pay to have your salesmen do "by hand" anything the printing press can do as well or better at far less cost.

Provided, of course, that it is done right.

The wide range of printing done at Donnelley's has long included mail-order sales printing in all its forms. Not only "Big Mo," but an astonishing variety of mail-order material for other large, medium, and small companies.

Some of these are all mail-order; some part mail-order; and others, when they came to us, had hardly exploited the sales potential of mail-order at all. In serving the printing requirements of such customers, we have gained wide experience in Ideas, Design, Illustration, Planning, Copy Writing, and the best Methods of Printing. Also much about What Will Work and What Will Not.

Please consult us on the mail-order printing requirements of your business, whether they are already well-developed or, so far, merely in the "idea stage." No obligation whatsoever in talking things over. We can usually help you best when called in at the time planning begins.

Drop us a line. Or call. Neither of us has a thing to lose. So do it Now!

THE LAKESIDE PRESS

R. R. Donnelley & Sons Company

350 East Twenty-second Street, Chicago 16
CAlumet 5-2121

SALES OFFICES ALSO AT

220 East 42nd Street, New York 17
YUkon 6-1144

3460 Wilshire Boulevard, Los Angeles 5
DUnkirk 5-2946

cial demoralization among young people, the report said:

"It seems to us to be beyond dispute that the general standard of television programs has been markedly raised since the advent of independent television." #

Veronica Abandons Effort to Bootleg Radio into Britain

LONDON, March 28—Plans for a pirate radio ship to beam commercial radio programs to Britain have been abandoned—for the time being at least.

Trial programs were put out this week from the commercial "pirate" transmitter aboard the ship Veronica in the North Sea, five or six miles off the Dutch coast.

One of the owners, B. Verwey, said today that the transmitter was not powerful enough to reach a large public in Britain and there was no capital to buy another. So the Veronica will stop its trial broadcasts to Britain today or tomorrow.

The Veronica will now concentrate on Holland, an easier and more profitable target.

The abandonment of test broadcasts came after the British House of Commons was told the government was consulting with the Netherlands about the operation of the seaborne transmitter.

■ Edward Heath, Lord Privy Seal and No. 2 man in the Foreign Office, said:

"We are in touch with the Netherlands government, who share our concern about the operations of this vessel.

"I am informed that the Veronica has at no time been within Dutch territorial waters."

Radio broadcasting in both Britain and the Netherlands is a government monopoly and strictly non-commercial.

Mr. Heath said that there had been reports that the Veronica was registered in Guatemala, but "the Guatemalan government has assured us that she is not registered there. It is not, in fact, clear what her registration is."

Laborite legislator George Darling said he understood the floating station was being operated by British interests.

McGIVERN EXITS BBC, JOINS TV CONTRACTOR

LONDON, March 28—Cecil McGivern, once the second most powerful man in the British Broadcasting Corp.'s television division, has resigned to join commercial television.

This surprise announcement came last week from Granada TV Network Ltd., program contractor for the northern region, for which Mr. McGivern is to go to work for a salary estimated at between $14,000 and $16,800 a year. He will be an executive producer for Granada.

Mr. McGivern, 53, has been called "Britain's Mr. TV." He had been with the BBC for 22 years, was a pioneer of both radio and television and rose to become deputy director of television. Then, in January, the BBC suddenly announced the post was to be abolished. #

Heinz Makes Picnic Offer

H. J. Heinz Co. will use newspapers and tv to promote its offer of a coupon worth 30¢ on the purchase of picnic food in return for two labels from any of the Heinz relish product line. More than 200 newspapers will run 800-line ads the week preceding Decoration Day, July Fourth and Labor Day. Ads will also run on eight daytime shows on NBC-TV, and a variety of point of sale material is available. Maxon Inc., Detroit, is the agency.

Sierra Capital Buys Share of Home Publications

Sierra Capital Co. has purchased an interest in Home Publications, San Francisco, with the capital to be used for promotion of *Bon Appetit*.

Sykes Adds Four Accounts

Sykes Advertising, Pittsburgh, has added four new accounts. They are Naptha Solvents Co.; Petroleum Solvents Co. of Pennsylvania; Thomas Petroleum Transit, all of Butler, Pa.; and Peter J. Luger & Sons, Beaver Falls, Pa., meat processor and packer.

Fun Fair Units Offered

A self-contained indoor amusement center called Fun Fair has been unveiled by Kiddielane Mfg. Corp., a subsidiary of Automatic Concessions Corp., Westbury, N.Y. Fun Fair is intended as a merchandising device for shopping centers and other family-gathering areas.

"For weeks the same nightmare... no time available on WSBT-TV!"

Unharness those nightmares, Mr. Admen, WSBT-TV has some availabilities. With the dominant coverage of WSBT-TV you can still reach the 15-county South Bend market effectively and economically. And what a dream of a market it is . . . 915,000 people with a buying income of $1.7 billion! So don't call your psychoanalyst . . . call your Raymer man, he has all the facts about the South Bend market, and all the surveys showing how WSBT-TV dominates this 3-station market with consistent 42% to 48% audience shares.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer • National Representative

Complete Coverage of All U.S. Doctors

General Practitioners
Allergists
Anesthesiologists
Cardiologists
Dermatologists
E. E. N. and T. Specialists
Internists
Neurologists
Neuropsychiatrists
Obstetricians-Gynecologists
Osteopaths
Pathologists
Pediatricians
Proctologists
Psychiatrists
Roentgenologists
Surgeons
Urologists

MODERN MEDICINE is the one publication that covers the entire medical market, that puts your product story in the hands of every practicing physician in the U.S.

MODERN MEDICINE's circulation is 188,910. It reaches 61,588 general practitioners, 105,405 specialists, 12,048 osteopaths in states allowing unlimited prescribing, plus medical libraries, institutions, medical schools, interns, and others.

For 29 years MODERN MEDICINE has been a part of the doctor's life. He regularly relies on its editorial material for the latest developments in diagnosis and treatment and its advertising for new products and new therapies.

In its new, improved format, MODERN MEDICINE is providing an even greater service to the U.S. doctor.

When the U.S. doctor reads MODERN MEDICINE he is thinking about his patients. His mind is on medicine. To *sell* the doctor, to stimulate his action, present your product story in MODERN MEDICINE.

MODERN MEDICINE *Every Other Monday*
84 South 10th Street, Minneapolis 3, Minnesota

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

CASH IN ON
THE RESULTS OF
"ED ALLEN TIME!"

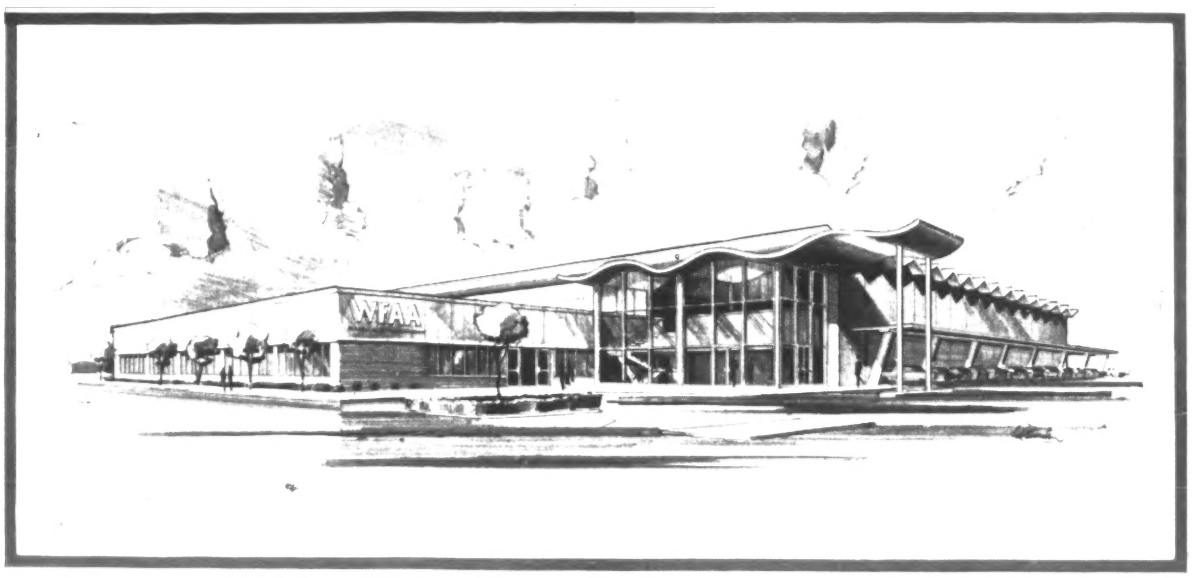
It's the successful daytime exercise show for women nationally syndicated by the Niles organization. Ed helps women trim down on his daily half hour program that's different from all other shows of this type. He gets exciting ratings! Commands loyal viewership. For details on how you can cash in on sales-building results, contact Sales Manager Norm Lindquist at . . .

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

BIRD FARM SAUSAGE—*Bird Provision Co., Pekin, Ill., ran this ad in the Seattle Times to promote its Bird Farm pork sausage. The company, which markets predominantly in the Midwest, began advertising in Washington and Oregon the first of the year. Tull Advertising, Peoria, is the agency.*

Fabulous . . . even for TEXAS!



THE NEW 3 1/2 MILLION DOLLAR HOME OF WFAA am • fm • tv DALLAS

"Communications Center"®

The move is completed . . . now the combined staffs of WFAA RADIO & TV are located in the largest and most modern independent facility of its kind in the world. Everything is new! It is truly a "Communications Center"!

AM – FM

WFAA RADIO can now boast production and transmitting facilities second to none. There is four channel stereo, a floating sound stage, a battery of all new Ampex tape consoles, Neumann single track and stereo disc recording equipment, a special sound effects room and much, much more.

TV

Three large studios fully equipped with 9 Marconi 1½" Image Orthicon cameras, color cameras, a revolutionary Tele-Cine' center, 5 Ampex videotape recorders, the latest intersynch and interswitch equipment, and a $250,000 videotape cruiser that can go anywhere.

You Name It... WFAA-AM-FM-TV CAN PRODUCE IT!

WFAA RADIO—570 ABC • 820 NBC
TELEVISION—CHANNEL 8 ABC

Radio & Television Services Of The Dallas Morning News

Edward Petry & Co., Inc.

Plywood Group Seen Likely to Approve $2,000,000 TV Plan

TACOMA, March 28—Douglas Fir Plywood Assn. has called a meeting of the industry April 26 at Portland to vote on a proposed tv promotion to cost $2,000,000 a year for each of two years (AA, March 20). Indications now are that the proposal will carry. In that case, the program would start next fall through the association's agency, the Condon division of Cole & Weber.

The tv effort, the first ever undertaken by the plywood industry, has been laid before manufacturers in a series of 13 regional industrial meetings. Of the association's 89 member companies, 61 indicated at these meetings that they favored the tv promotion; 13 were undecided; seven were opposed; the others were not represented.

The promotion would be financed by an assessment on manufacturers of 25¢ per 1,000 sq. ft. of plywood produced. It requires approval of 85% of the association's members.

■ Approximately 10% of West Coast fir plywood is produced by mills which are not members of DFPA. These mills would be outside the program, both as to assessments and also as to consumer identification, since the tv program would be tied closely to DFPA's brand and its grade-marking. #

General Mills' Cakes Bow

General Mills will introduce its new lemon chiffon cake mix, along with a peach velvet cream cake recipe and its new Enchantment silverware pattern with a three-page color ad in *The American Weekly, Family Weekly, Parade, This Week Magazine* and eight independent supplements April 16. Tv advertising will include 21 daytime minutes, plus "National Velvet" (NBC) April 16 and "Wyatt Earp" (ABC) April 18 and 25. The peach velvet cream cake will be featured in color pages in May issues of *Ladies' Home Journal* and *Good Housekeeping*, sponsored by the Cling Peach Advisory Board. Batten, Barton, Durstine & Osborn is the General Mills agency for the promotion.

Hawaiian Line Names Carey

Hawaiian Airlines has appointed Len Carey Inc., Honolulu, for advertising and marketing. The account was formerly handled by Holst & Male, recently purchased by McCann-Erickson.

Case Histories of Ad Successes Can Give Evidence of Ad Effectiveness, Sawyer Says

ST. LOUIS, March 28—"I sometimes wonder," said Bayard E. Sawyer, associate publisher of *Business Week*, "if the writers on advertising are setting up a couple of straw men so they can have some fun knocking them over, or if they are really serious about the ills and the deficit they proclaim so vigorously."

Bayard E. Sawyer

The straw men, he told the St. Louis Advertising Club today, provide two favorite topics for the ad trade press: "What's wrong with media space salesmen?" and "Why don't publishers provide more proof of advertising effectiveness?"

He said publishers would have had the answers long ago if solutions were easy. "However, it is difficult to get the variables inherent in the situation to stay still long enough to be subjected to measurement and evaluation," he said.

■ One of the difficulties in obtaining more evidence of advertising results, he said, is that some advertising is pretty bad, and therefore incapable of generating results or benefits. Another factor is the secrecy some ad people seemed to have about their ad efforts and results achieved, he said.

A third factor is the difficulty of separating advertising from its partners in the marketing mix. "When you advise a sales manager that last year's sales went up 5% as a result of increased advertising effort, he wants you to tell him how much of the gain was due to space advertising, how much to direct mail, to salesmen, to catalogs and so forth."

A fourth problem in measuring the effectiveness of advertising is that the "range of purpose" in advertising is so wide that "what is one man's meaty results may well be the next man's disappointment." He said results in one area might have no meaning for users of advertising in other areas.

"The very flexibility that makes advertising such a widely used tool of business and industry adds to the complexity of putting a yardstick on results," he said.

■ Mr. Sawyer spelled out four steps media and advertisers could take to help show management that advertising is a worth while investment:

- Advertisers can do a better job of defining their objectives.
- Magazines must accept the responsibility of helping get all advertising up to the level of performance of the top 25% of the ads they run.
- Publishers should get better organized in collecting result stories and become better "packagers" of the material gathered.

"If we were to take the dollars we presently spend in promoting competitive statistics and put them into gathering and disseminating advertising result stories, we'd have the problem largely licked," he said.

Mr. Sawyer suggested that magazine associations might properly lead the way in this endeavor.

- Magazines and all partners in the marketing process must do a better job of fundamental research in ad results.

■ Mr. Sawyer said: "The problem is not so much that we do not have evidence of advertising results, but that we haven't been too successful in putting the case in terms that management will understand and accept." #

Runnels Elected Club Head

Irene B. Runnels, of KBOX, Dallas, has been elected president of the newly chartered Dallas-Fort Worth chapter of American Women in Radio & Television. Other new officers include Christine Millar, Dr. Pepper Co., vp; Margaret F. Murrell, Erwin Wasey, Ruthrauff & Ryan, secretary; and Julia Hunter, Lone Star Gas Co., treasurer.

Peterson Names Ashby

Chas. A. Peterson Co., Cleveland, processor of edible nuts and packager and distributor of gift items, has appointed Ashby & Associates, Cleveland, to handle its advertising.

covering a capital market

SPRINGFIELD is the capital of Illinois and the sales capital for an eleven-county area in the heart of the state. The city and the entire market are covered and sold best by two historic newspapers: *Illinois State Journal* and *Illinois State Register*. They offer you 100% coverage in Sangamon County (Springfield) and 60% in the total trading area. Both newspapers are ideal vehicles for test campaigns in a market that's made to order for testing – prosperous, diversified, stable.

Illinois State Journal | ILLINOIS STATE REGISTER

"THE RING OF TRUTH" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois – Northern Illinois – San Diego, California – and Greater Los Angeles. Served by The Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES)

Costs Less— Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns — twice as many as any one of the evening papers.

Make The Mirror a MUST!

West Coast Media Men Ponder Collecting From Advertisers as Past-Due Lists Grow

SEATTLE, March 28—A sharp increase in past-due accounts in the past six to 12 months gives credit managers of newspapers, radio and tv outlets a new challenge to work closer with the sales department for more profitable sales.

This was the main point running through a meeting of credit managers of advertising media attending the Pacific Northwest Conference of Credit Executives meeting here earlier this month.

The lead-off speaker, Erm Fiorillo, at CKNW, New Westminster, B. C., radio station, stressed the need to create an image of credit management similar to that of sales management, with the credit manager sitting next to the sales manager "not as a passenger but as a co-pilot, which he is."

■ Stressing the need for the credit manager to have a rounded knowledge of his medium, including promotion, selling, news gathering and the writing of commercials, Mr. Fiorillo said, "The more a credit manager can tell an advertiser about the services his station performs, the more he can increase advertising." When a credit manager goes out to collect a delinquent account he may open up by asking how the last campaign worked out and only later talk about collections, he added.

Credit management, Mr. Fiorillo said, "means helping to choose a better type of account."

Discussion at the informal session brought out the existence of a slowing down in collections in recent months. The credit manager of a metropolitan daily said past-due accounts "have become staggering in the past six months." From a daily in a city of 35,000 the statement was made, "Last year we wrote off twice as much as in any year in the history of our organization."

■ How the *Bellingham Herald*, a daily with circulation of 20,000, had tightened its credit work was outlined by Noel Morisset, office manager, whose responsibilities include credit management.

The most important step, he said, was to hold periodic meetings of the general manager, the credit manager, the advertising manager and the sales force to go over credit problems. Each commercial salesman is given a confidential list showing amounts due on an age basis. Salesmen, he said, then can see the problem of management. He added that salesmen also come to him before taking advertising from slow accounts or from new ones where there may be some question.

Mr. Morisset stressed that since about one-eighth of the paper's commercial business is with customers who get on the past-due list at least once a year, the problem is not answered by cutting off the slow accounts. He explained: "We cannot do without this marginal business without curtailing our operations."

■ L. R. Foley, of the *Seattle Post-Intelligencer*, chairman of the session, observed that his paper gives salesmen a list of accounts which are not to be sold without an okay from the credit manager. The list does not show dollar amounts or age of past-due bills, but has brought "a lot of cooperation from salesmen." He explained that in many cases salesmen have collected these back accounts in order to sell additional advertising.

■ George Bradley, credit manager of Pacific Press Ltd., Vancouver, B. C., which handles the business side of the city's two competing dailies, the *Province* and the *Sun*, said that the credit manager's staff "must be better salesmen than the salesmen themselves; we have to go out and collect the money, perhaps already 60 days past due, and still keep the customer."

As one device to aid in collections, Mr. Bradley cited use of a series of four printed follow-up appeals keyed to four self-addressed reply envelopes and a short statement of the amount due. These are used primarily on monthly classified and display accounts, but not on transient advertising.

The first says, "Just a reminder." The second is headlined, "Please." The third is headed "Let's stay friends!" and asks for settlement within the next week. The final one says, "We have a decision to make," and adds that "unless payment is received within 10 days more drastic action will be taken."

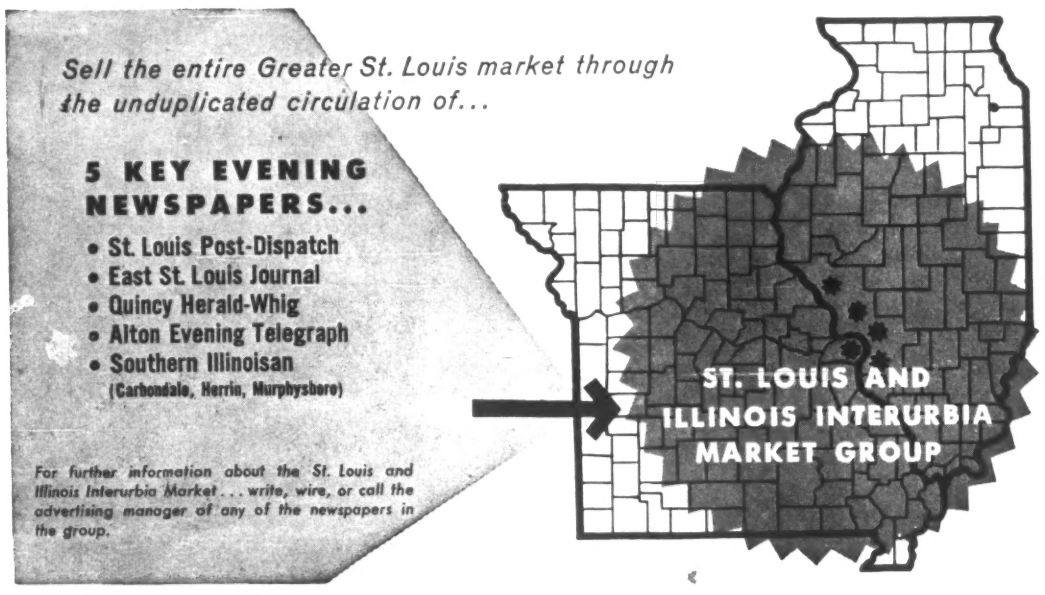
Results, he added, have been excellent. In four months of use, replies have been received from 76% and checks from 56%. #

Allen, de St. Maurice Adds One; Names Wildman

Optical Coating Laboratories, Santa Rosa, Cal., producer of vacuum-deposited thin films, has named Allen, de St. Maurice & Spitz, San Francisco, to handle its advertising. The agency has also appointed Bill Wildman, formerly in the general promotion department of the *San Francisco Examiner*, a copywriter and public relations director.

'Candlepin Bowler' Bows

Candlepin Bowler, a monthly devoted to candlepin bowling, has begun publication at 165 Salem St., Malden, Mass. The first issue March 10, with an initial run of 12,000 copies, was distributed to the New England states, the maritime provinces of Canada, portions of Ohio and California. Marvin T. Silverstein is editor and publisher; J. Burton Conlin is director of advertising and public relations.



How good a measure of a publication's usefulness is the fact that businessmen will pay for it?

In many respects, it's probably the most concrete evidence you can find.

From the advertiser's standpoint, the very act of paying for a subscription represents an active interest in the publication and its field, plus a tangible expression of an *intent* to read.

And interest and intent, taken together, indicate acceptance of the editorial quality the reader is buying.

For editorial quality *must* be the ultimate criterion. No one can be expected to read a business publication that does not serve his needs, let alone pay for the privilege of doing so. For this reason, on the masthead in each issue of our publications, we offer to refund to the subscriber the unexpired portion of his subscription payment if the editorial content doesn't meet with his continuing satisfaction.

Because of our deep concern for constant editorial improvement, we maintain, among other things, one of the most extensive networks of business and engineering correspondents around the world. We require one of the largest Washington news bureaus of any business publisher . . . employ twice as many editors as advertising salesmen . . . pioneered a centralized Department of Economics . . . and invest in constant, detailed editorial training and retraining programs.

We know these extra editorial efforts are worth-while because key businessmen pay over $6,000,000 annually to read our publications. They are men with buying influence . . . who are literally paying to reach you when you advertise in McGraw-Hill publications.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

More than a million key men in business and industry pay to read McGraw-Hill publications.

THE S.E.P. SHORT COURSE

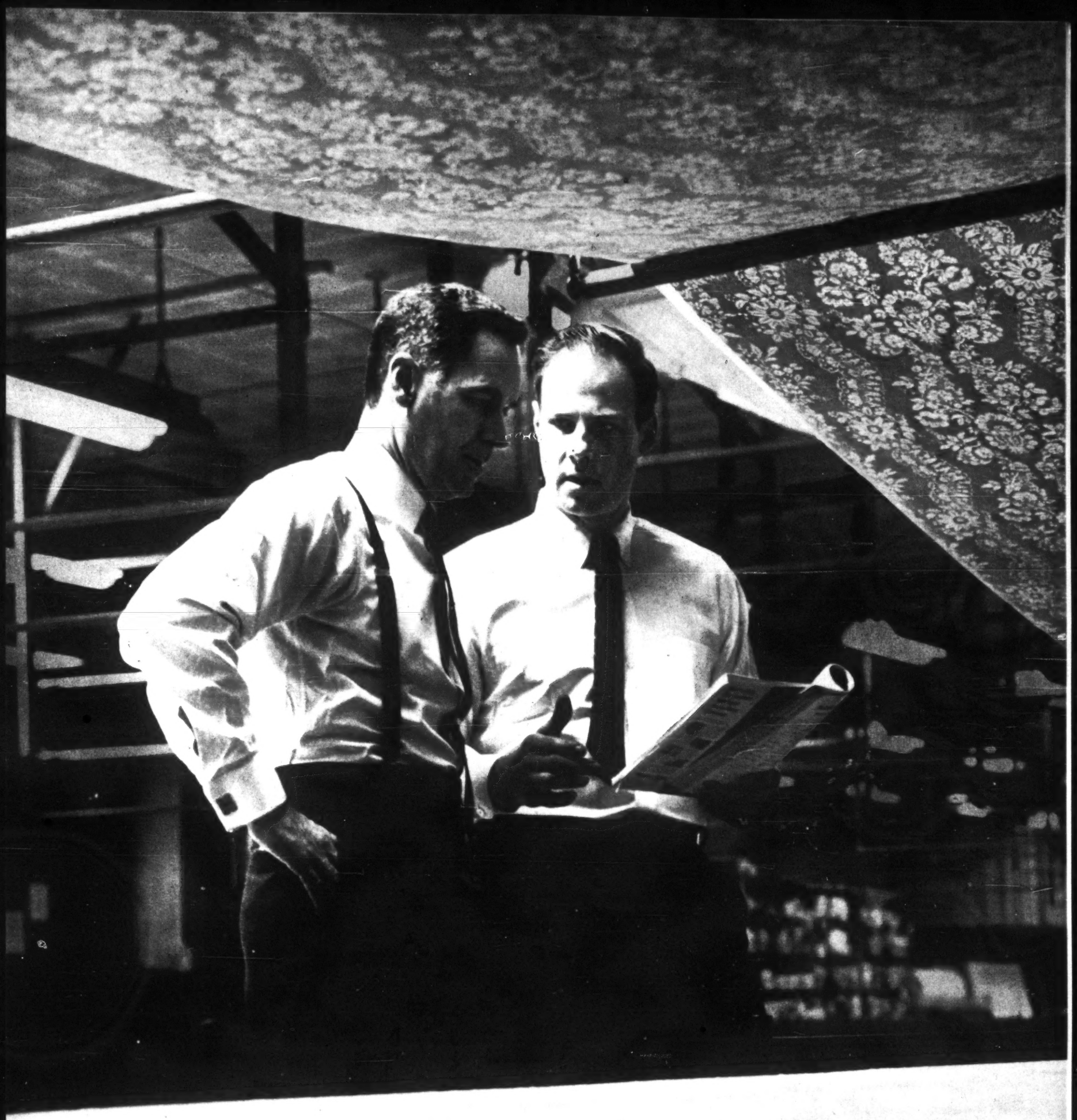
M.R.

Miss Rotogravure, Miss Rotary, Miss Representation. Well-built girl in bathing suit, sure-fire P.R. device. Letters also stand for Mouse Race, which is what P.R. is all about.

A.P.X.

Ad Page Exposure — the first and only media measure that counts strictly hatched chickens. Specifically, the number of proved face-to-face contacts that your ad page makes with the readers of a magazine. Which is what advertising is all about.

Get the full facts fast on APX, from The Saturday Evening Post.



One measure of a publication's usefulness is the fact that businessmen will pay for it. McGraw-Hill publications are selected and bought by over a million key men in industry who want the best in editorial service.

Powell Crosley, Radio Pioneer, Is Dead at 74

CINCINNATI, March 28—Powell Crosley Jr., 74, radio pioneer who became one of the giants of the industry, died of a heart attack today at his home in suburban College Hill.

The son of a Cincinnati attorney, Mr. Crosley, after graduation from the Ohio Military Institute here, enrolled in the University of Cincinnati college of engineering, but latter transferred to the college of law. But his primary interest was in automobiles.

He sold automobiles for an Indianapolis agency, and he became editor of *Motor Vehicle*, a magazine which reported news about automobile touring events.

Returning to Cincinnati, Mr. Crosley served as local representative for several specialty advertising companies, and then started his own automotive accessory business which he rapidly developed into a $1,000,000 enterprise. As a wintertime sideline, he manufactured a line of phonographs, but his major success as a man with a "Midas touch" began in 1921, when his nine-year-old son asked him to buy a radio receiving set.

■ Finding that the primitive sets then available cost $119, Mr. Crosley purchased a 25¢ instruction book and built a 20-watt set at a cost of less than $20. Realizing the profit potential in such an inexpensive radio set, he began the manufacture, but soon learned that volume sales were being hampered because of the few stations then airing programs in the greater Cincinnati area.

To help correct this deficiency, Mr. Crosley built a primitive transmitter in his College Hill home, over which he repeatedly aired the record, "Song of India." When he began receiving postcards from listeners up to 100 miles away, he was not long in deciding that both the manufacturer of radio receiving sets and broadcasting of radio programs could be equally profitable.

Soon thereafter the call letters, WLW, were assigned to this station, and Mr. Crosley's future business success was assured. Later, this success was further developed by the manufacture of low cost electric refrigerators and related products for home use.

He sold both this manufacturing business and his highly successful radio station in 1946 to Avco Corp. for a reported $22,000,000.

■ Mr. Crosley's one major failure as a manufacturing tycoon was his effort in 1939 to manufacture a small size and inexpensive automobile, named the Crosley.

After 13 years and the expenditure of $14,000,000, he gave up the effort in 1952, when he sold the dies and other tangibles to General Tire & Rubber Co. of Akron.

Another major activity from which Mr. Crosley reportedly never made money, but from which he derived immense satisfaction, was his ownership of the Cincinnati Reds, oldest team in the National League. He purchased the franchise in 1934, and had since steadfastly refused a number of highly profitable offers from syndicates in other cities.

HARRY R. TERHUNE

LOS ANGELES, March 28—Harry R. Terhune, 83, veteran advertising representative for business publications, died March 24 in St. John's Hospital, Santa Monica.

Mr. Terhune was an advertising representative for Chilton Co. and other publishers for many years. For the past few years, although he was in semi-retirement, he served a number of selected accounts for H. L. Mitchell & Associates, San Marino, Cal., publishers' representatives. He had been a Los Angeles resident for the last 25 years.

JOSEPH P. DUCHAINE

NEW BEDFORD, MASS., March 29—Joseph P. Duchaine, 58, president of Bay State Broadcasting Co., operator of radio station WBSM here, died March 23 of a heart attack.

He was also head of the My Bread Baking Co. and president of the Quality Bakers of America, a nationwide organization of large bakeries.

CLARKE SALMON JR.

NEW ORLEANS, March 28—Clarke Salmon Jr., chairman of the board of Bauerlein Inc., advertising and public relations agency, died on March 26 at Ochsner Foundation Hospital here. He was 38.

Mr. Salmon had served as board chairman since March, 1959, following the death of his father, Clarke Salmon Sr., who had served as president of the agency since 1941.

He joined Bauerlein Inc. in 1945 as an account executive and later was made a vp.

■ A native of New Orleans, Mr. Salmon was prominent in New Orleans civic work and had been named a director of International Trade Mart only a week before his death. He also had served as secretary of the Greater New Orleans Cancer Assn. and as a director of the Red Cross chapter in New Orleans.

During World War II, he served as a captain in the 45th infantry division in Africa and Europe.

LEONARD SAWVEL

CRANFORD, N. J., March 27—Leonard Franklin Sawvel, 77, former owner and publisher of the old *Elizabeth Evening Times*, died here March 25 after a six-month illness.

Mr. Sawvel worked as a reporter and city editor for newspapers in Pittsburgh, Cleveland and Youngstown before buying a daily newspaper in Waukegan, Ill. He also founded the national magazine of the Loyal Order of Moose.

ARIK NEPO

NEW YORK, March 27—Arik Nepo, 48, advertising and fashion photographer, died here March 23 of a heart attack. Mr. Nepo, a partner in Nepo-Nuss Studio, did photography for the Salem cigaret campaign. Other clients included Pan-American Airways, Palmolive soap and Cadillac cars. #

Dix Bachelder Murphy Hartford Gagney

DEMONSTRATION—*As part of his talk to the NBP meeting in Palm Springs, James W. Murphy, manager of the industries group advertising department, Allis-Chalmers Mfg. Co., demonstrated the first mass-produced fuel cell, which generates usable electric current by changing chemical energy directly into electrical energy. Seeking more data after his talk are Arthur H. Dix, Conover-Mast Publications; Dr. Joseph E. Bachelder, Industrial Advertising Research Institute; Robert L. Hartford, Penton Publishing Co.; and Richard A. Gagney, Construction Equipment.*

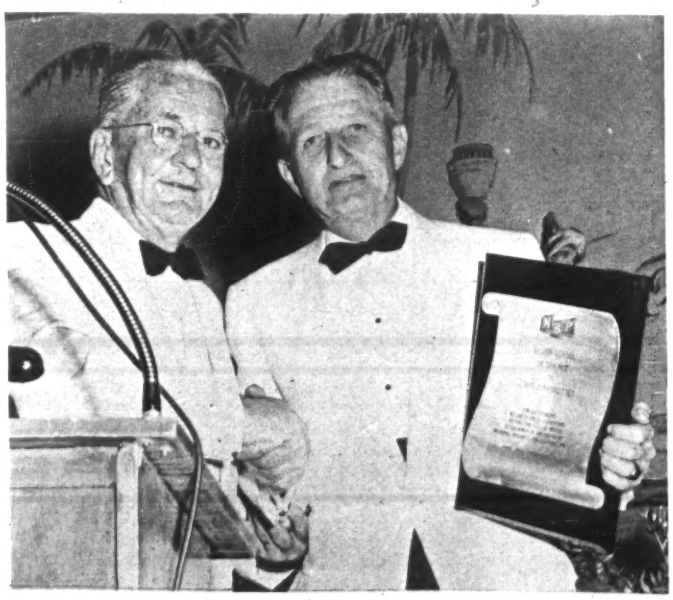
'61 Revenues of Business Papers to Rise, NBP Told

(Continued from Page 3)

don award for specialized business-communication research—was officially unveiled at the meeting. It is designed to stimulate exceptional programs of research by business publications and is open to any publisher of such publications, provided they are audited by an established auditing organization, whether the publisher is an NBP member or not.

Only one award will be given each year, provided the jury believes an entry is deserving of the award. The jury includes ten people, including six advertising men and Pierre Salinger, President Kennedy's press secretary, and Edward R. Murrow, director of the U.S. Information Agency, among others.

Entries for the first award must be submitted by the end of this year. Details may be secured from National Business Publications, 1913 Eye St. N. W., Washington 6.



GETS REWARD—*Louis J. Perrottet (right), retiring chairman of National Business Publications, gets a token of members' esteem at a banquet of the organization in Palm Springs. Making the award is P. M. Fahrendorf, Chilton Co., former NBP chairman.*

Adman in the News . . . Marshall Haywood Jr.

Marshall (Bud) Haywood Jr., the new chairman of National Business Publications, describes himself as a "spitback," and NBP members who recall how he was taken ill at last year's NBP meeting in Boca Raton and hovered at death's door for weeks will know what he means.

Marshall Haywood Jr.

"I went over the line not once but twice," Bud says. "Apparently nobody on the other side wanted me yet, so they threw me back. Now I'm convinced that they're not going to take me until I accomplish whatever it is I was put on earth to accomplish. I don't know what it is, but when I find out, I'm not going to do it for a while. Can you blame me, I'm having too much fun."

■ A third generation representative of the Haywood family in printing and publishing, Bud Haywood joined the family business in Lafayette, Ind., in 1934, after a year at the University of California and a couple of years at Princeton. He recalls that his days at Princeton resulted from being a member of the freshman crew at UofC which rowed at Poughkeepsie; somehow, Bud never got back to Berkeley.

He worked in the family printing plant until 1942, when he joined the ninth armored division, going in as a lieutenant and emerging as a major late in 1945.

Returning from the war, Bud moved from Lafayette to Chicago, joining the publishing company which is one of three subsidiaries of Haywood Printing Co., the others being an engraving plant and a tag printing plant in Lafayette. His father, who headed the company, was in poor health, and Bud took over in time to succeed him upon his death.

■ Haywood Publishing Co. was one of the charter members of NBP when the organization was founded in 1948, and Bud was one of the original members of the board. Since then he has served on practically every NBP committee, and moves up to the chairmanship from the post of vice-chairman. As a publisher of four business papers and a printer of 12 others, Bud has a double interest in the future of the business press, which he sees as a very bright one.

The day of the small publisher, with one or two relatively small books, is about over, he believes, principally because he does not see how these publishers can support the kind of market research and library service which business will increasingly expect from business publishers.

But otherwise, Bud Haywood believes that impressive strides can be expected for the business press as the need for this kind of specialized information service grows, and he hopes he and NBP can contribute substantially to that growth.

■ He foresees important advances in printing and publishing technology as one important means of improving publications and keeping costs down and reports, incidentally, that his own company is experimenting with wrap-around letter press plates which look extremely promising and which enable letter press printing to be done quickly and economically on a coverted offset press.

NBP has already made notable strides in the necessary job of emphasizing the importance of the business press to the country's top business management through such operations as the annual Silver Quill award and dinner, and the production and distribution of "The Sourcebook of Specialized Markets." These activities should be continued and perhaps extended, he believes.

■ On other fronts, he feels strongly that the business press needs better promotion and selling, and that the editorial product must continually be improved. "Our editors must not only be experts able and willing to discuss all sides of important issues," he says. "They must also be willing to take sides—to be leaders and spokesmen for their industries.

"They are doing more and more of this. Our products are being refined and improved in every way. There is plenty of room for progress, of course, but I think we can look forward with complete confidence to continued service to business and industry on an increasingly effective scale." #

PRODUCT OMNIBUS—*True Temper Corp., Cleveland, will run a new all-division series of page ads every fourth week in Time during spring and summer, starting with the March 24 issue. Fuller & Smith & Ross is the agency.*

Canadian Retailers Seek Ban on Stamps

MONTREAL, March 28—A clear cut ban on trading stamps was demanded of Prime Minister Diefenbaker and his Cabinet last week by the Canadian Retail Merchants Assn., and the government was reported to be sympathetic to the urgings.

D. A. Gilbert of Toronto, general manager of the association, said a brief presented to the Prime Minister, Trade Minister, and Justice Minister was given "an excellent reception," and the ministers seemed sympathetic.

■ The Prime Minister told the delegation the brief was impressive, Mr. Gilbert said at a press conference after the 1-hour-long session with the Cabinet.

In addition to the 28-page brief, the association presented the Cabinet with newspaper advertisements by chain grocery stores and other retailers which claim the premiums offered for stamps are free gifts. #

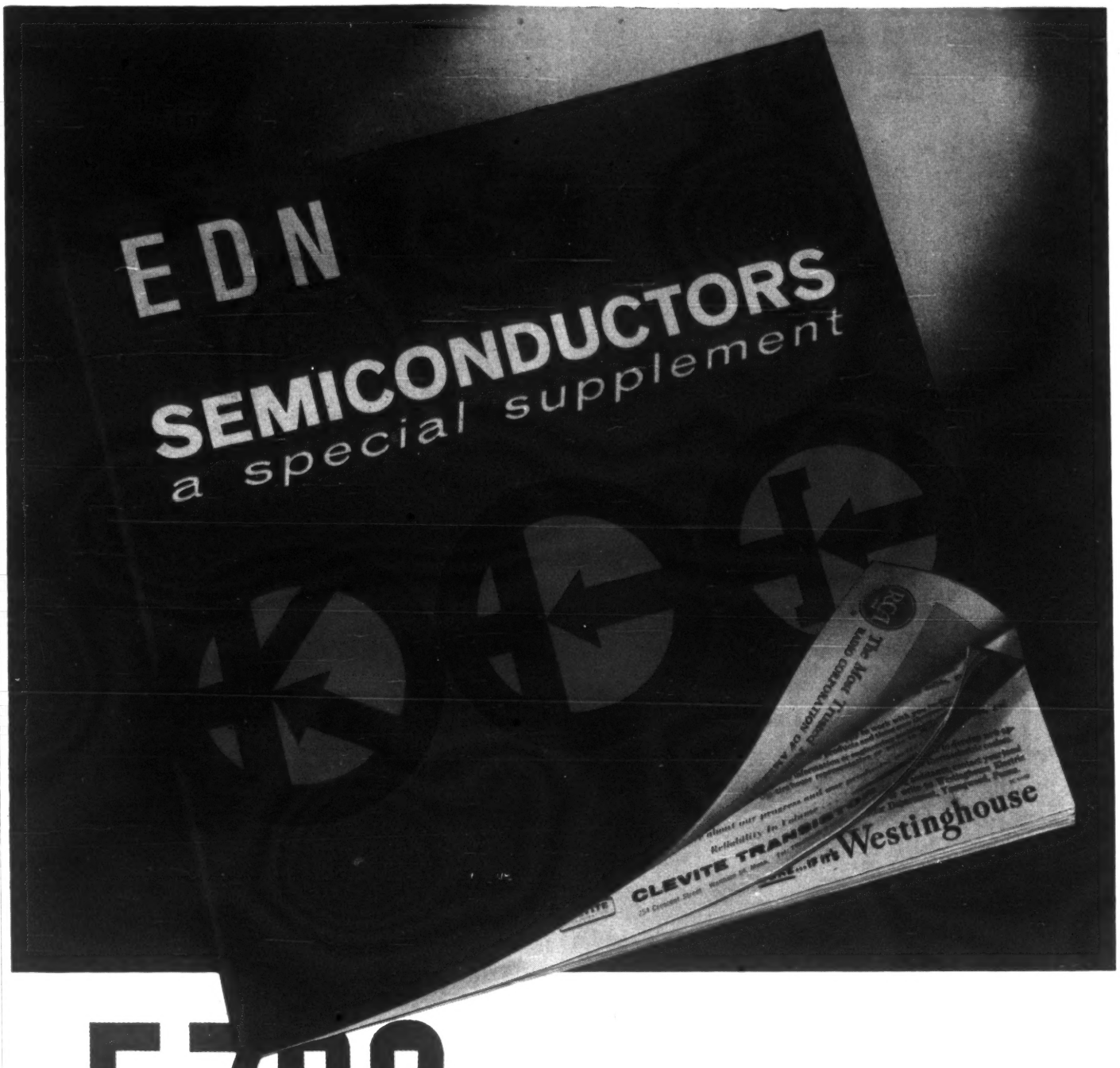
American Management Assn. Sets European Operation

The International Management Assn., a division of the American Management Assn., will launch a European operation in Brussels on Sept. 1. The IMA management center, to be located at 62 Rue Royale, will have facilities for the handling of groups of 80 to 100 persons in simultaneous meetings. There will be simultaneous translation of sessions in English, French, German and Italian.

In announcing the move, Frederic E. Pamp Jr., president of IMA, noted the "steady increase in AMA members in Europe." The association now has more than 2,000 foreign members. One of the first sessions scheduled for Brussels is a course for chief executive officers of European companies, to be conducted by Lawrence A. Appley, president of the AMA, with a group of five presidents of U. S. corporations. Milton L. Rusk, who has been general manager of the IMA division in New York for the past two years, has been named general manager of the European center.

Northern Electric Sets Push

Northern Electric Co., Chicago, will use more magazines for its advertising this year than any time in the past. A total of five consumer magazines and 16 business publications will be used by the company this year, and *Vogue* will be used for the first time. Stern, Walters & Simmons, Chicago, is the agency.



5,789 readers wrote for extra copies of this supplement last year!

Get this extra bonus circulation...added impact...longer use-life...in this year's Semiconductor Supplement in the June, 1961, issue of ELECTRICAL DESIGN NEWS

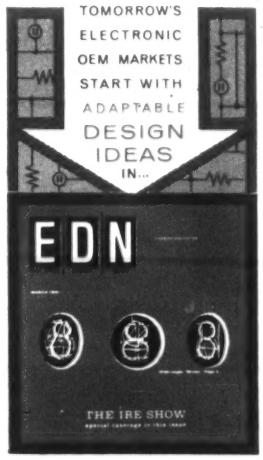
This is the circuit design engineers' "who" and "where" reference on semiconductor devices... the most complete, most comprehensive, most up-to-date.

It contains: Semiconductor products, by manufacturer, charted • Names of all producers by type of product • All transistors listed in alpha-numeric order, with performance data • Military approved versions are indicated • A crystal diode locator chart, with 12 classes of service and 5 performance ratings • A Zener diode selector chart, listing Zeners by voltages and EIA type numbers • Exclusive? Yes! Reliable? Sure — it's verified by the nearly 100 cooperating manufacturers.

Advertising produces results in this kind of company. Get the bonus selling exposure offered by the 1961 Semiconductor Special Supplement in the June Electrical Design News... another feature of the magazine of *adaptable design ideas.*

Remember... your ad in this EDN Special Supplement talks circuit design language with more than 40,000 specifying electronic design engineers!

Closing Date: May 1



BPA ABP

Rogers Publishing Company

A SUBSIDIARY OF CAHNERS PUBLISHING COMPANY, INC.

BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • DENVER • LOS ANGELES

SHOWCASE—*Lever Bros. has redesigned the package of its Silver Dust detergent as a showcase for new premiums packed in the box—Cannon bath towels, dish towels and face cloths. The packages are in four colors.*

Ads Helped Retailers to Make Business Decisions, ABP Finds

NEW YORK, March 28—Three-quarters of the Brand Names Council's "Retailer of the Year" award winners report that advertising has helped them to make business decisions.

This was indicated by a survey of the use to which business publications were put by members of the retail advisory committee of the Brand Names Council. The retail advisory council is composed of all recipients of the "Retailer of the Year" awards since the inception of the annual competition.

The survey—reported by the merchandising papers committee of Associated Business Publications at a meeting of the council's executive committee—was based on 478 completed questionnaires, a return of 84% from the 572 members polled.

■ A total of 466 (97.5%) said they read business publications regularly. Of these regular readers, 460 (98.7%) answered "yes" to the question: "Do you ever read advertising in any of them?"

Of the regulars, 76.5% said they made a point of reading advertising, while 79.6% (366) reported that advertising had helped them to make business decisions.

In addition, 70% said that advertising had led them to take some direct action, such as the buying of new items and lines, remodeling stores, the ordering of store display material and sales aids, and the general promotion of advertised brands. #

Smith, Kline & French Issues New Medical Magazine

Smith, Kline & French Laboratories has released the first issue of its new monthly publication, "Consultant," which is being mailed to practicing physicians throughout the U. S. The magazine, which will be produced by Burdick & Becker Publications, New York, will carry only product advertising of Smith, Kline & French. It also will contain 10 short articles each month to be written by leading medical experts in various medical specialties.

KWKY Seeks More Power

KWKY, Des Moines radio station, has asked the Federal Communications Commission for authority to increase its power from 1,000 to 5,000 watts, and Tedesco Inc., which recently purchased the station from General Broadcasting Services, said expansion plans include doubling the personnel. Walter Martel, formerly sales manager of KCUE, Red Wing, Minn., is new station manager.

Goodyear, Brockton Will Unite in Golf Shoe Push

Goodyear Tire & Rubber Co. and Brockton Footwear Inc. will cooperate in a campaign for Ben Hogan golf shoes with Neolite Flex soles. The April 3 issue of *Sports Illustrated* will carry a page ad for Goodyear's shoe division, and a two-thirds facing page will feature an illustration of the shoes and Ben Hogan.

A total of 20,000 mailing pieces will be made from the ads and will be sent to shoe manufacturers, jobbers, jobber salesmen and repair shops. Compton Advertising, New York, is Goodyear's agency; Mogul Williams & Saylor, New York, handles Brockton.

UBA Expands Services

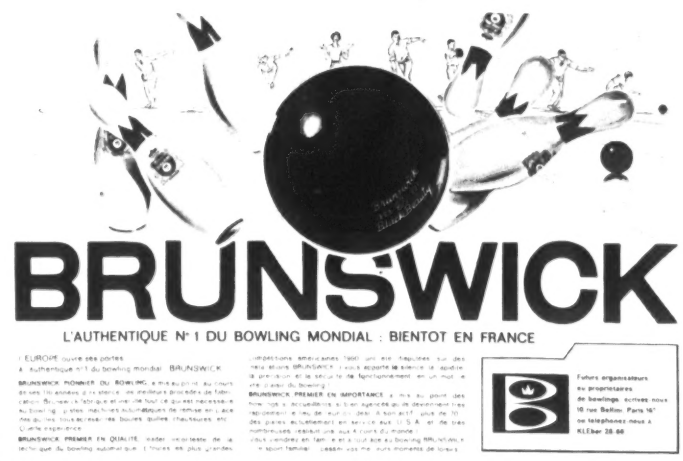
United Breweries of America, a marketing and advertising group of independent breweries, has expanded its services to the fields of sales training and merchandising and has established two new departments to handle these programs. Merchandising and sales training men will travel to UBA breweries on a regular schedule and develop a coordinated individual program for each of the members.

'Playboy' Boosts Ad Rates

Playboy has announced increases in circulation guarantee and advertising rates for the second time this year. Effective with the September issue, the circulation guarantee will be boosted from 1,050,000 to 1,150,000, and the b&w one-time page rate will increase from $6,500 to $7,100. All advertising contracts received up to May 1 for space through the December issue will not be affected by the rate changes.

Quaker Boosts MacKenzie

Quaker Oats Co., Chicago, has appointed David O. MacKenzie advertising manager for corn goods and Flako products. Mr. MacKenzie was formerly assistant trade promotion manager for the same products.



WINNER A LA FRANCAIS—*Brunswick Corp.'s first bowling ad in French newspapers was named the "best ad of the month" for January by Pavois de la Publicite, French advertising association. Sodico, McCann-Erickson affiliate in Paris, prepared the ad.*

McCormick's Shifts to Lovick

McCormick's Ltd., London, Ont., manufacturer of biscuits and confectionery, has moved its advertising account from Spitzer, Mills & Bates to James Lovick & Co., Toronto. The account is estimated to bill $200,000 a year.

MCA-TV Sells 'Staccato'

MCA-TV, New York, has begun syndication of "Staccato," a series of 27 half-hour shows starring John Cassavetes as a jazz pianist turned private investigator. The series was seen formerly on ABC, and, before that, on NBC.

What they see on WJAC-TV

THEY BUY!

You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results--and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET
Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section. 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.

ONE NEWSPAPER WIDE
Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG
HAL CULP, Advertising Manager · Phone BA 3-5100
"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

THE S.E.P. SHORT COURSE
U.S.S.

Ulcer Started Seeping. The passive distress signal, usually flashed in mid-meeting. Contrasts with the active signal, S.O.S.—Step Out Side.

A.P.X.

Ad Page Exposure—the first and only media measure that tells you what happens to your battled-through advertising page. Who sees it and how often. The measure that takes the ulcer out of media decisions.

Get the APX facts in a flash from The Saturday Evening Post.

SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). Perhaps you're serving up a terrific advertising campaign elsewhere in California, but you're empty-handed as far as the 27 prosperous counties of *inland* California are concerned unless you're using the McClatchy Bees. No other newspapers reach this important California market *in depth*. And McClatchy offers you 3 discount plans.*

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

*McClatchy gives national advertisers discounts on **bulk** . . . **frequency** . . . or combined **bulk-frequency**. Check O'Mara & Ormsbee for details.

Three Fifths of the People in Chicago are "Untouchables"..

Though 7 of 10 Chicagoans read a newspaper every day . . . you are *now out of touch* with more than three fifths — from 61.6 to 80.6%* of Chicago's adults when you advertise in any *one* Chicago daily newspaper.

You don't need Elliott Ness to draw a conclusion. It takes *two or more* newspapers to sell Chicago — and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, than any other 2-paper combination.

*"Chicago NOW," the report on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures – and important new ideas – about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

*Based on 1000 line B & W Ad

..when you try to reach them with any single daily newspaper

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.

IT'S HERE—*Television star Tom Poston is the spokesman for the 25¢ martini in this Heublein ad, scheduled for the April 21 Life.*

Heublein Doubles Ad Budget for Its Pre-Mixed Cocktails

HARTFORD, March 28—Eight months after launching its revamped line of ready-to-serve cocktails, Heublein Inc. has boosted its ad budget for the product line from $500,000 to $1,000,000.

A beefed-up newspaper schedule will take a big slice of the $800,000 space appropriation, while display, merchandising and other promotion will take up $200,000.

The media schedule has been revised to follow more nearly the pattern set for Heublein's leading product, Smirnoff vodka, according to Morton Freund, exec vp of Lawrence C. Gumbinner Advertising. Basically, the plan is to concentrate on mass publications. For the new campaign, four insertions have been scheduled for *Life*, and present intentions are to "go from there." The insertions are four-color pages.

The new phase of the campaign features a slightly altered copy theme. To the old catchline, "What this country needs is a good 25¢ martini," has been added Heublein's answer . . "It's here!" The new copy then spells out five appeals—economy, taste, quality, status and convenience.

■ Heublein was promoted to boost its budget because of the success of its eight-months-long campaign. Sales in this period were 153,000 cases, compared with 107,000 during the same period a year ago. This is an increase of 40%, while sales in the past two months have been 100% above the same months last year.

The new line now boasts two types of cocktails, vodka sour and gin sour, bringing the range to ten drinks. #

Northam Warren Sets TV Drive for Odo-Ro-No

Northam Warren Corp., Stamford, Conn., will promote its Odo-Ro-No deodorants on television for the first time in its history. Odo-Ro-No is participating, starting March 27, in nine ABC-TV daytime network shows. The campaign, featuring a new Adjustaroll, billed as the first roll-on with an adjustable collar, also appears in *Good Housekeeping*, *Ladies' Home Journal*, *Photoplay* and *True Story* via four-color pages and fractional b&w pages.

The Odo-Ro-No 1961 ad budget ranges from $500,000 to $1,000,000. Ellington & Co., New York, is the agency.

Dennison Opens Shop

John Dennison & Associates, a creative service, has opened at 30 N. La Salle St., Chicago. Mr. Dennison had been doing free lance creative work since leaving John W. Shaw Advertising about a year ago.

Times-Mirror Revenues Show Increase

The Times-Mirror Co., Los Angeles, has reported consolidated revenue in 1960 came to $112,560,118, compared with $97,672,928 in 1959. The bulk of the increase came from sales of the New American Library of World Literatures. Although merged on June 2, 1960, full year sales of the paperback book publishing subsidiary were included in 1960 results through a pooling of interests arrangement, according to the company's annual report. Consolidated net profits in 1960 were $4,617,628, compared with $4,800,196 the previous year.

In its diversification program, Times-Mirror Co., in the past year, has entered book publishing, rotogravure printing and bookbinding. Its other activities include newspaper publishing, television broadcasting, commercial printing, paper manufacturing and real estate and securities investments.

ARB CONFIRMS IT!

KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.* KELO-LAND TV 76.1. Others 23.9.

*ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.

Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

$21,300,000 in Ads to Back Overseas Flights

(Continued from Page 3)

rently spending $100,000 through de Garmo Inc., New York, to promote its European and Middle East services.

■ The airline business is quite different from the cake mix business. In cake mixes, it is theoretically possible for any producer to become top dog by out-marketing competitors. In the airline field, it is literally impossible for a carrier such as Irish Air Lines to overtake Pan Am or British Overseas Airways Corp.—no matter how much it spends or how shrewd its marketing strategy.

MISSION ACCOMPLISHED—*One of the most successful airline campaigns of 1960 was the introduction of Air India as a transatlantic carrier. The agency, Van Brunt & Co., has used the campaign as a testimonial for its services.*

The reason, of course, is that carriers are bound by bilateral agreements on where they can fly. A country which grants landing rights to the airline of another country gets reciprocal rights. Thus, Pan American and Trans World Airlines can fly New York-to-Paris in return for Air France's right to land in the U. S. If you fly BOAC out of the U. S., you must go to London or another United Kingdom point—you cannot fly BOAC direct to Paris. Similarly, if you choose Air France, you go to Paris. If BOAC were allowed to fly New York-to-Paris, Air France would have to be given the right to fly New York-to-London.

■ And this is the way it goes throughout the airline business. This is why you see Swissair declaiming the beauties of Switzerland and pointing out, as it did last year, that the way to see Europe is to go to Switzerland first and make this country your headquarters, flitting to Italy, then to France and then to Germany. Swissair has no option. Its flights do not touch down in London or Paris.

These political conditions naturally work in favor of the two U. S. carriers, notably Pan Am, since they are granted the reciprocal landing rights in countries which have airlines flying to the U. S. Pan American thus starts off with a built-in advantage in having more flights to Europe (48 a week currently) than any other airline—and it makes the most of this advantage in its advertising.

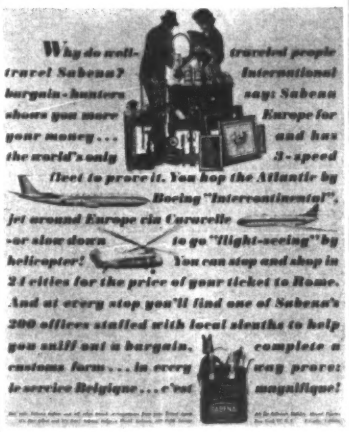
■ Despite this advantage, the two American carriers have been losing ground to the foreign lines. Ten years ago Pan Am and TWA accounted for about 70% of the transatlantic traffic. Today, their share is down to about 40%. The most remarkable change in ranking has been the 1959-'60 surge of BOAC, which vaulted ahead of TWA into second place.

In 1960, BOAC carried 123,568 eastbound passengers across the Atlantic, a shade ahead of TWA's 116,303. Pan American, with 171,912 eastbound passengers, remained far ahead of the field. Behind TWA came KLM Royal Dutch Airlines (72,697), Scandinavian Airlines System (58,403), Air France (58,136—a 28% gain over 1959) and Lufthansa (49,113).

■ There is virtually no price competition in the international airline market because of the cartel-like rules of the International Air Transport Assn. IATA members—and all leading carriers belong to IATA—must charge the same fares, to the penny. (El Al Israel made a point of this price uniformity in recent ads, and a few days later Air India retorted with the message: "You may pay the same, but only Air India treats you like a maharajah.")

■ The quarrels within IATA have been well publicized. The American carriers supposedly have been lobbying for years to get fares reduced—against the opposition of most of the foreign carriers, which do not enjoy the huge traffic volume of TWA and Pan Am. At any rate, fares have come down somewhat. New York-to-London roundtrip is now $486, which is only $50 more than the roundtrip sea fare. More travelers now fly the Atlantic than sail it.

■ In the opinion of many observers, fares are still too high. It costs more than twice as much to fly from New York to London as from New York to Los Angeles, a comparable distance. One result has been the mushrooming of charter flight operations. Travel industry sources estimate that as many as 12% of the Americans traveling to Europe this year will go by charter flight—at a cost of about $250 roundtrip.



NEW LOOK—*Using the theme line, "Well Traveled People Travel Sabena," the Belgian carrier has adopted a "rebus" style for its 1961 advertising drive.*

IATA price-fixing has just gone by the boards in the cargo field, as a result of a successful challenge by an all-cargo carrier, Seaboard & Western Airlines. Seaboard said it needed lower rates so that it could develop enough business to fill its new planes, the turbo-prop CL-44.

Effective April 10, IATA cargo tariffs will no longer prevail and airlines will be free to charge what they wish. For the past 10 days business pages have been spotted with ads for the carriers, each usually pointing out that it will meet the price of competitors.

■ Air France, for example, took space last week to say that it regrets the "inconvenience" that will result from the open-rate situation. However, the airline added: "Air France is determined to remain competitive and in so doing to apply the lowest rates quoted by any of the certificated carriers." New schedules filed by Pan Am, TWA and Seaboard call for cargo rate reductions ranging up to 63%.

One of the most interesting sidelights of the cargo war has been a proposal by Seaboard to challenge the price-fixing in the passenger field. Seaboard, which does not now fly passengers, applied last week to the Civil Aeronautics Board for permission to mix human beings with cargo. Under Seaboard's plan, its CL-44s would be packed with air freight and the remaining space would be sold to passengers at $133 a head one-way to London—which would be comparable to charter flight fares.

If the CAB, which is known to

SELLING PLEASURE—*In spreads scheduled for April issues of The New Yorker, Sports Illustrated, Sunset and Time, Scandinavian Airlines System promotes the glamor of travel, says "it's really wicked of us to parade all the excitement and color of Europe when you're up to your ears in dull routine."*

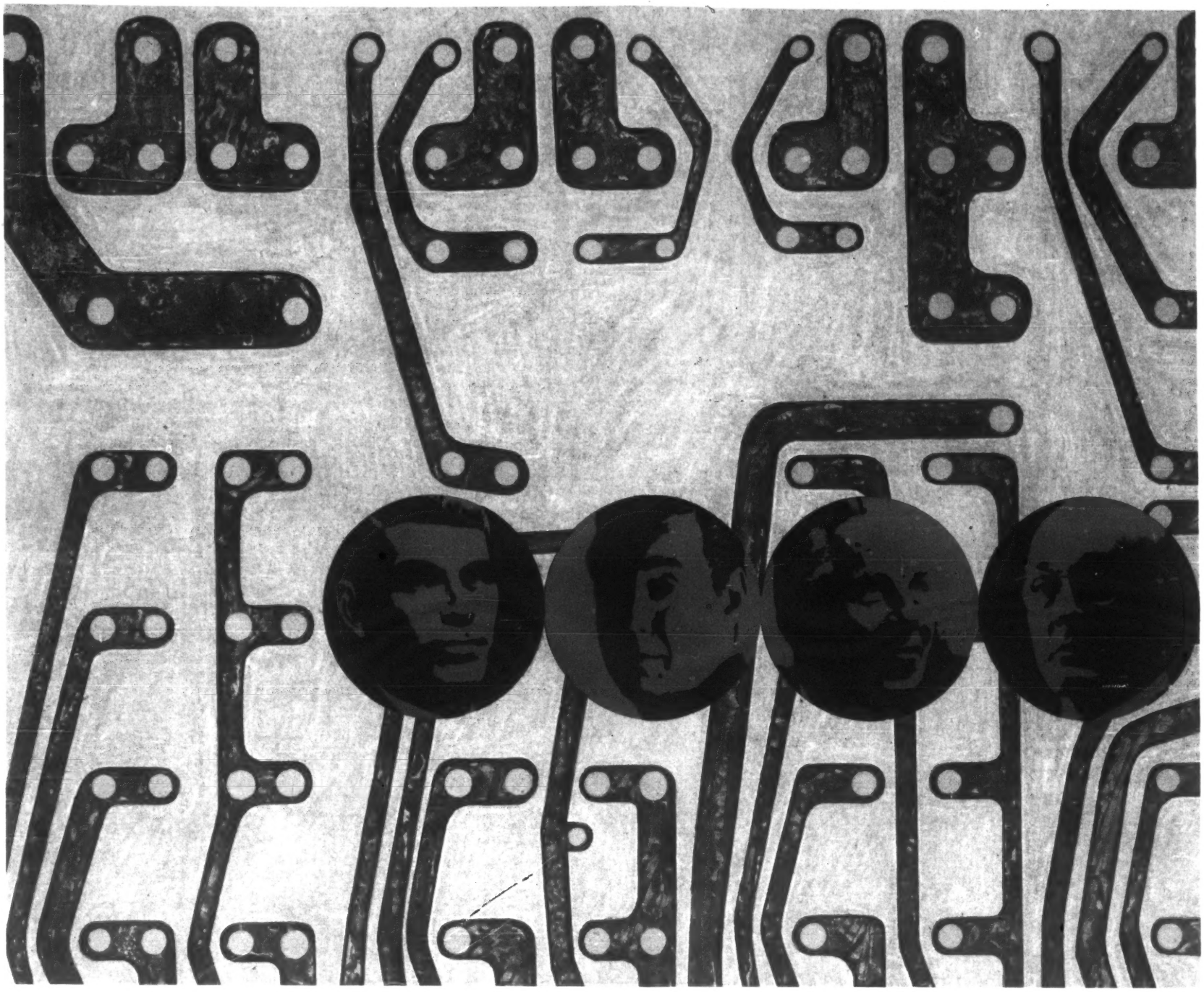
SELLING THE MENU—*Selling the food makes up a big part of airline advertising, witness the Air France page scheduled for March and April issues of Holiday, National Geographic, New Yorker, Saturday Evening Post and Time.*

TRANS-ATLANTIC AIRLINES AGENCIES AND ESTIMATED BILLINGS

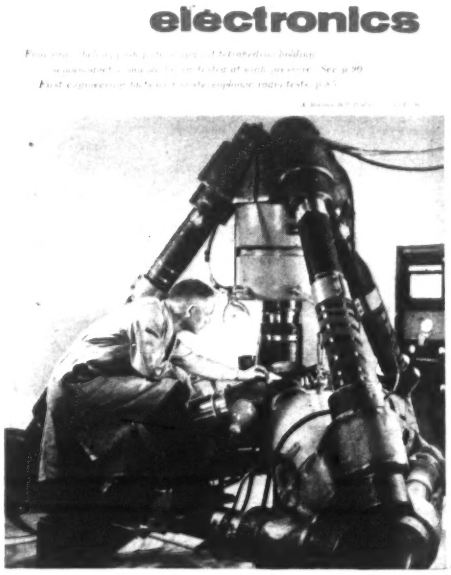
AIRLINE	AGENCY	BILLINGS†
PAN AMERICAN	J. Walter Thompson	$5,000,000
BOAC	Victor A. Bennett	2,500,000
TWA	Foote, Cone & Belding	2,500,000
KLM ROYAL DUTCH	Erwin Wasey, Ruthrauff & Ryan	2,000,000
SAS	Adams & Keyes	1,500,000
AIR FRANCE	Batten, Barton, Durstine & Osborn	2,000,000
LUFTHANSA	D'Arcy Advertising	1,000,000
SABENA	McCann-Marschalk	750,000
ALITALIA	Gardner Advertising	1,000,000
SWISSAIR	Campbell-Ewald	400,000
EL AL	Doyle Dane Bernbach	350,000
IRISH AIR LINES	Geyer, Morey, Madden & Ballard	700,000
AIR INDIA	Van Brunt & Co.	650,000
QANTAS	Cunningham & Walsh	750,000
IBERIA	James C. Seix Co.	none
ICELANDIC	Wendell P. Colton Co.	200,000

(*All figures estimated by* ADVERTISING AGE)

†Billings listed are only for advertising for trans-Atlantic business.



electronics *sells the engineering team...*



...in Research *Design*

Production *and Management*

KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286
Editorial: 3,487 pages in 1960
electronics Buyers' Guide: 648 advertisers make 53rd issue of **electronics** (EBG) the "electronics Social Register."
Costs: $980 a page (13 time rate, B&W)

As any electronics manufacturer will tell you, in the electronics market you must sell a buying team. This is the big difference! Engineering trained electronics men work in research, design, production or management. The electronics man may wear one, two, three or four hats, working in any or in all of the four areas. And **electronics** is edited to interest and influence the electronics man. Like manufacturers' salesmen, your advertising in **electronics** sells the buying team. Works harder. Sets up more sales. Effectively penetrates today's fast-changing, highly competitive electronic market. 0.23

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

favor lower fares, acts favorably on Seaboard's application, it could cause quite a turmoil in the international airline business.

■ One carrier, Icelandic Airlines, already carries travelers to Europe at fares 25% lower than those of the IATA members. Icelandic, which does not belong to IATA, makes eight flights a week (with a stopover in Iceland), using DC-6Bs (virtually all the IATA lines are now on an all-jet basis). Icelandic has a 1961 ad budget of $200,000 and plans to be using *Atlantic, Harper's Magazine, Holiday, The New Yorker, Saturday Review, Sunset Magazine,* and some 40 newspapers. Wendell P. Colton Co., New York, is the Icelandic agency.

Icelandic told ADVERTISING AGE that it carried some 20,000 eastbound passengers in 1960. It estimates that 50% of its business comes from budget-minded families.

With the advent of the jets, cutting travel time in half, fewer and fewer passengers are flying first class. In 1960, only 18% of transatlantic passengers elected to fly first class.

■ The two largest advertisers in the international airline field are the American carriers. Pan Am has an estimated worldwide budget of

THE VOLUME LINE—*Pan American's competitive advantage—it has more flights to Europe than any other carrier—is being exploited this year.*

TIE-IN—*Newspapers in seven large cities will carry this full page from El Al Israel later this month and early in April to promote a 16-day tour of Israel, with entire ad based on a tie-in with the motion picture, "Exodus."*

$15,000,000, with about $5,000,000 spent to promote Atlantic crossings. J. Walter Thompson Co. is the airline's worldwide agency.

TWA's total worldwide budget is an estimated $12,000,000, with about $2,500,000 spent in the U. S. to develop passenger business to Europe. TWA's agency is Foote, Cone & Belding, which has the rare distinction of serving two major international carriers. FC&B's London office works for BOAC and when FC&B, Paris, places TWA advertising in Britain it must route the business to another agency (Service Advertising).

Pan Am threw a scare into some of the foreign carriers last year when it blossomed forth with a new theme line in its advertising. In newspapers and on radio and television, Pan Am began shouting, "You're in U. S. hands all the way." One old hand in the airline business, who works for one of the foreign carriers, told AA: "When that campaign began, I thought, 'Uh, oh, here's where they start clobbering us'."

■ However, Pan Am apparently had a quick change of heart for this all-American provincial slogan no longer appears in its advertising. Instead, Pan Am is now hitting the keys on "The priceless extra of experience," with fleeting homage to the old appeal buried in body copy talking about "American hospitality."

The airline with the best load capacity record in 1960 was Lufthansa, which flew at a sensational 70.6% of capacity. Next came Pan Am (at 64.1%), Air France (at 63.2%) and BOAC (at 61.6%).

Although they are not great spenders, compared with package goods advertisers, international airlines are among the most coveted accounts in the agency field. They add glamour to the client roster, they offer free travel to the account executive and other agency executives, and they lend themselves to the best creative efforts of an agency.

■ Much international airline advertising is devoted to image-building, and the agency is often given free rein in developing a concept. One result is a good deal of offbeat advertising—witness Qantas and Alitalia, and Doyle Dane Bernbach has been a perennial award winner with its El Al advertising.

One of the most admired campaigns of 1960 was the introductory campaign prepared by Van Brunt & Co. for Air India. Confronted with the problem of introducing a new entry in the Atlantic sweepstakes, Van Brunt concentrated on image and came up with the theme, "The airline that treats you like a maharajah."

Al Van Brunt, head of the agency, believes this campaign has registered (Air India moves up this year from three to five flights a week) and in 1961 he is moving into destination-selling, while retaining the old image. Thus, you now see Air India ads showing an individual with a caption: "Thursday, he'll be a maharajah on Air India to London" or "Friday she'll be a maharani on Air India to Prague."

■ International airline accounts frequently come with related bits of business. Doyle Dane Bernbach services the Israel Tourist Office as well as El Al; Cunningham & Walsh has the Australian tourist business as well as Qantas; Geyer, Morey, Madden & Ballard services the Irish Development Authority, in addition to Irish Air Lines; Victor Bennet Co., the BOAC agency, has a flock of British accounts—and a London office.

Originally, international airline advertising was heavily concentrated in the prestige magazines, travel books and New York newspapers. However, increased budgets, over-the-pole flights from the West Coast and the opening of many more district sales offices

ECONOMY—*British Overseas Airways Corp., which has become the No. 2 carrier to Europe, is featuring price this year in the drive to lure more American vacationers to Europe.*

across the country have brought more space into local newspapers and national mass-circulation magazines. Here, for example, are the 1961 programs of some carriers:

• **Air France**—Some 60 newspapers across the country will be used, plus six magazines—*Holiday, National Geographic, The New Yorker, The Saturday Evening Post, Sunset Magazine* and *Time*. In addition, to promote its polar service, the airline will have a $200,000 outdoor campaign on the West Coast, using posters and painted bulletins in a dozen markets.

• **SAS**—This month the airline ran a 16-page supplement, "SAS Treasure Chest of World Travel," in the Sunday editions of five metropolitan dailies. This was the largest single ad ever run in the U.S. by a foreign airline. It cost more than $100,000. The supplement will be heavily merchandised by SAS this spring in ads scheduled for *Holiday, National Geographic, The New Yorker, Saturday Review, Sports Illustrated, Sunset* and *Time*. Adams & Keyes is the SAS agency.

• **Alitalia**—The media list includes 15 newspapers in six cities and *Holiday, The New Yorker, Saturday Review, Social Spectator, Sports Illustrated, Time* and *U.S. News & World Report.*

• **Irish Airlines**—Newspapers are getting $500,000 of the $700,000 budget, with the remainder largely for radio. The airline spent $20,000 to sponsor television coverage—of—natch—the St. Patrick's Day parade, over WPIX, New York. The airline reports that its 1960 bookings were up 40% over 1959, and its advance bookings for the first three months of 1961 are up 80% over 1959.

• **Lufthansa**—The budget will be split, 60% magazines, 40% newspapers. On the schedule are newspapers in 35 cities. Page ads are slated for *Holiday, Life, Saturday Evening Post, Sports Illlustrated. Sunset* and *Time.*

• **Sabena**—The Belgian line is using rebus-type ads this year in newspapers and magazines, supplemented by spot radio. Insertions are scheduled for 32 major markets. Sabena's theme this year is, "Well traveled people travel Sabena." Also prominent is the old tagline, "*Le service belgique—c'est magnifique!*" McCann-Marschalk is the agency.

• **BOAC**—The British carrier has one of the biggest schedules in the field, using 19 consumer magazines, newspapers in 18 cities, spot radio and outdoor on the West Coast. Later this year it will begin using outdoor for the first time in Boston and Washington.

The airline, which now has 25 district sales offices, will open nine more this year, bringing BOAC advertising to more U. S. cities. Magazine space sells BOAC's worldwide operations and "superior" ground and air services; the '61 newspaper campaign is selling travel, trying to broaden the base of the market by getting vacationers to go to Europe instead of staying at home. In addition, BOAC runs a year-long series of 100-line ads, with great frequency, to register the BOAC name.

• **Swissair**—The Swiss line supports a newspaper schedule in 13 cities, weekly or monthly ads in 28 foreign language publications, regular insertions in 10 consumer magazines, ads in six travel books and cargo promotion in 10 business publications. Campbell-Ewald Co. is the agency.

■ James C. Seix Co., agency for Iberia, reported that the promotional cupboard is currently bare, although the airline hopes to mount a program in July, when it converts its fleet to jets. The only advertising placed for Iberia is via "exchange promotion," in which the airline trades free passage to a magazine for white space. This

OFF-BEAT—*Selling image is another big part of airline advertising and some of the most unusual variations on this theme come from Alitalia.*

LONG ARM?—*One frequent complaint in the airline business is that ads look too much alike. Air India's "How to save a turban full of money" ran in newspapers last December; it was followed in February by Aeronaves' "sombrero-full of pesos." Van Brunt & Co. is the Air India agency.*

tactic is frowned upon by the CAB and, although it is still practiced, the carriers are much more circumspect these days in arranging such deals. #

Barclite Sets Spring Push

Barclite Corp. of America, New York, has planned a magazine and newspaper campaign for its XR-100 fiberglas panels for outdoor use, starting in April. Ads will run in *Better Homes & Gardens, Home Improvement Annual, Family Handyman, Good Housekeeping, Home Modernizing Guide, Popular Mechanics* and *Popular Science*, backed by newspaper ads in 130 markets. "Enjoy more luxury under the sun" will be the theme and the illustrations will picture backyards using Barclite for fences, patios, carports and awnings. Chester Gore Co., New York, is the agency.

Kidder to Jack & Heintz

Nathaniel R. Kidder, formerly president of Kidder & Co., Cambridge, Mass., his own marketing and management consultant organization, has been appointed to the new post of manager of marketing services of Jack & Heintz, Cleveland, a division of Siegler Corp.

How a positive prospect became a customer for 60% of the manufacturers who located him through the GUIDE TO HOME-PLANNING LITERATURE

A new brochure shows how manufacturers of building products and furnishings locate and sell *positive prospects.*

It tells the story of a typical *positive prospect* for these manufacturers — a person who has committed himself to custom-build the home he and his family will live in, and who has requested their product information.

This new brochure will show you how easy it is to pre-select and pinpoint people who have made the firm decision to buy all the products and equipment that go into a "dream home."

In a nutshell, it tells how only F. W. Dodge can find them as soon as they are definitely committed to build their own home . . . how Dodge mails them a copy of the GUIDE TO HOME-PLANNING LITERATURE, offering literature on new-home products made by many of America's top manufacturers.

It shows how a typical prospect in this market requested literature from 17 of the manufacturers listed in the GUIDE, and how he actually specified and bought products from 10 of them.

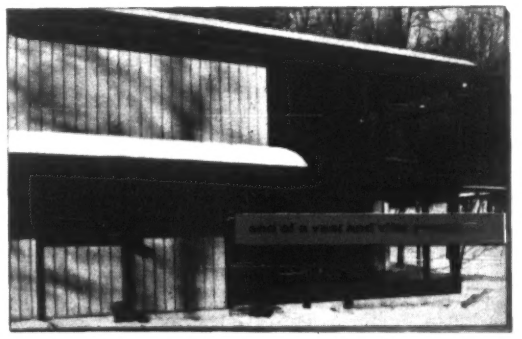
Each year, tens of thousands of families build their own custom homes. They spend an average of 35% more than buyers of ready-built homes to *get what they want.* Through the GUIDE, you can offer literature on your products to home-planning families forming a $2,000,000,000 market.

Results? As an example of the productiveness of the GUIDE, the following participants are receiving inquiries from *positive prospects* at the annual rate of:

FIRTH CARPET COMPANY	14,000
THE FORMICA CORPORATION	12,000
THE FLINTKOTE COMPANY	6,500
UNITED STATES PLYWOOD	9,500
AMERICAN OLEAN TILE COMPANY	12,000

For a copy of this brochure and information on the GUIDE, write, wire or phone OXford 5-3000. Standard agency commissions apply.

Write for this free booklet



F. W. DODGE CORPORATION

GUIDE TO HOME-PLANNING LITERATURE

F. W. Dodge Corporation, Dept. ADA41
119 West 40th Street, New York 16, N. Y.

These 201 new accounts in 1960 underscore the advertising shift to "U.S.News & World Report"

AETNA CASUALTY AND SURETY COMPANY
AIRWAYS CLUB, INC.
AJUSTO EQUIPMENT COMPANY
ALBERTA DEPARTMENT OF INDUSTRY AND DEVELOPMENT
ALITALIA
ALLIED CHEMICAL CORPORATION
ALLIED CHEMICAL CORPORATION
National Aniline Division
AMERICA FORE LOYALTY GROUP INS. COMPANIES
AMERICAN AIRLINES, INC.
AMERICAN EXPRESS COMPANY
Credit Card Division
Travelers Cheques Division
AMERICAN LUGGAGE WORKS, INC.
AMERICAN MUTUAL LIABILITY INSURANCE CO.
AMERICAN ROLEX WATCH CORP.
AMERICAN SAVINGS AND LOAN ASSOCIATION
AMERICAN SEATING COMPANY
ANELEX CORPORATION
ARKANSAS INDUSTRIAL DEVELOPMENT COMMISSION
ATLAS VAN-LINES, INC.
AUBANEL PUBLISHERS
AUSTRALIAN GOVERNMENT TRADE COMMISSION

BAHAMAS DEVELOPMENT BOARD
BERNARD, ROY, CO.
BEVERLY HILLS FEDERAL SAVINGS AND LOAN ASSOCIATION
BLACK, WALTER J., INC.
Classic Book Club
BOHN DUPLICATOR COMPANY
BORSIG AKTIENGESELLSCHAFT
BROOKS, EZRA, DISTILLING COMPANY
Ezra Brooks Bourbon Whiskey
BROWN-FORMAN DISTILLERS CORPORATION
Early Times Bourbon Whisky
BUDD COMPANY

C. I. T. FINANCIAL CORPORATION
CALIFORNIA FEDERAL SAVINGS & LOAN ASSOCIATION
CALUMET & HECLA, INC.
CARILLON IMPORTERS, LTD.
Grand Marnier & Cherry Marnier Liqueur
CARRIER CORPORATION
Carrier Air Conditioning Company
CENTRAL & SOUTH WEST CORPORATION
Public Service Company of Oklahoma
CHEMICAL BANK NEW YORK TRUST COMPANY
CHRYSLER CORPORATION

CHRYSLER CORPORATION
Plymouth-De Soto-Valiant Div.-De Soto
Simca, Inc.
CINCINNATI GAS & ELECTRIC COMPANY
CITY PRODUCTS CORPORATION
Butler Brothers
COLORADO FUEL AND IRON CORPORATION
COLUMBIA BROADCASTING SYSTEM, INC.
Columbia Records, Inc.
COMMONWEALTH SHOE & LEATHER CO.
CONTAINER CORPORATION OF AMERICA
CRUCIBLE STEEL COMPANY OF AMERICA
CURTIN & PEASE, INC.
DMCP Associates, Inc.

DELTA AIR LINES, INC.
DE VILBISS COMPANY
DILLON READ & CO., INC.
DISTILLERS CORPORATION-SEAGRAMS LIMITED
Lord Calvert Blended Whiskey
DIXON, JOSEPH, CRUCIBLE CO.
DOW CHEMICAL COMPANY
Dowgard
DOW THEORY FORECASTS, INC.
DRESSER INDUSTRIES, INC.
DUNLOP TIRE & RUBBER CORPORATION
Sporting Goods Division
DWYER PRODUCTS CORPORATION
EASTMAN DILLON, UNION SECURITIES & CO.
EASTMAN KODAK COMPANY
Eastman Chemical Products, Inc.
Graphic Reproduction Division
EBSCO INDUSTRIES, INC.
Select-A-Gift Division
EMERY AIR FREIGHT CORPORATION
EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

FAIRCHILD ENGINE AND AIRPLANE CORPORATION
FARRINGTON MANUFACTURING COMPANY
FIDELITY FEDERAL SAVINGS & LOAN ASSOCIATION
FILER, SCHMIDT & CO.
Crown Publishers, Inc.
FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF ALHAMBRA, CALIF.
FOUNDERS, INC.
FR CORPORATION
FRANKLIN LIFE INSURANCE COMPANY

GANNET AIRCRAFT, INC.

GATES RUBBER COMPANY
GENERAL ELECTRIC COMPANY
Computer Department
GENERAL MOTORS CORPORATION
Allison Division
Buick Motor Division—Buick Special
Delco Radio Division
Hyatt Bearings Division
Oldsmobile Division—F-85
Packard Electric Division
GENERAL PUBLIC UTILITIES CORPORATION
GEVAERT COMPANY OF AMERICA, INC.
GIBRALTAR SAVINGS AND LOAN ASSOCIATION
GOLDMAN, SACHS & COMPANY
GOODYEAR TIRE & RUBBER COMPANY
The Kelly-Springfield Tire Company
GRAEF, JEAN R., INC.
Girard Perregaux Watches
GREAT WESTERN PRODUCERS, INC.
Great Western Champagne
Whyte & Mackays Scotch Whisky

HALLICRAFTERS COMPANY
HAMMERMILL PAPER COMPANY
HARDWARE MUTUALS
HARNEWS, INC.
The Continental Report
HARRISON HOME PRODUCTS CORP.
HILLER AIRCRAFT CORPORATION
HORNBLOWER & WEEKS
HOUDAILLE INDUSTRIES, INC.

INDUSTRIAL CREDIT COMPANY
INTER-CONTINENTAL TRADING CORPORATION
Telefunken Division
INTERNATIONAL BUSINESS MACHINES CORPORATION
Dictating Equipment
INVESTORS DIVERSIFIED SERVICES, INC.
INVINCIBLE METAL FURNITURE COMPANY

JACOBSEN MANUFACTURING COMPANY

KENTUCKY DEPARTMENT OF ECONOMIC DEVELOPMENT
KING MERRITT & CO., INC.
KRUPP, FRIED
KUHN, LOEB & CO.

LIGGETT & MYERS TOBACCO CO.
Chesterfield Cigarettes
LORILLARD, P., COMPANY
Old Gold Cigarettes

MACK TRUCKS, INC.
MANUFACTURERS TRUST COMPANY
MC DONOUGH POWER EQUIPMENT, INC.
MC GRAW-EDISON COMPANY
Speed Queen Division
MC KESSON & ROBBINS, INC.
Martin's Scotch Whiskies
MEAD CORPORATION
MERRICK, DAVID, PRODUCTIONS
MERRITT-CHAPMAN & SCOTT CORPORATION
New York Shipbuilding Corp.-Higgins, Inc.
METROPOLITAN SAVINGS AND LOAN ASSOCIATION
MISSISSIPPI AGRICULTURAL AND INDUSTRIAL BOARD

NATIONAL DISTILLERS AND CHEMICAL CORPORATION
NATIONAL LIFE INSURANCE COMPANY
NATIONAL SECURITIES & RESEARCH CORPORATION
NATIONAL VAN LINES, INC.
NEBRASKA PUBLIC POWER SYSTEM
NEW YORK LIFE INSURANCE COMPANY
NORTON COMPANY

ORANGE COUNTY, FLORIDA, CHAMBER OF COMMERCE
OUTBOARD MARINE CORPORATION
OXFORD FILING SUPPLY COMPANY, INC

PADDINGTON CORP.
J & B Scotch Whisky
PARKE, DAVIS & COMPANY
PHILCO CORPORATION
Commercial Laundry Equipment Sales
PHOENIX-RHEINROHR AG
PHOTORAPID OF AMERICA, INC.
PITNEY-BOWES, INC.
POLK, R. L., & CO.
POND CO.
Wheel-Horse Products
PULLMAN INC.
The M.W.Kellogg Company

QUAKER STATE OIL REFINING CORPORATION

RAYTHEON COMPANY
RENFIELD IMPORTERS, LTD.
Martini & Rossi Vermouth
REPUBLIC NATIONAL BANK OF DALLAS
REPUBLIC NATIONAL LIFE INSURANCE COMPANY
RICHFIELD OIL CORPORATION
ROSE BROTHERS, INC.
ROYAL MC BEE CORPORATION
Royfax Copying Machine
RYDER SYSTEM, INC.
SAAB MOTORS, INC.
SAVINGS AND LOAN FOUNDATION, INC.
SCHENLEY INDUSTRIES, INC.
Dewar's Scotch Whiskies
Schenley OFC Canadian Whisky
SCHIEFFELIN & CO.
Teacher's Scotch Whisky
SCOTT MITCHELL HOUSE, INC.
SEABOARD AIR LINE RAILROAD
SECURITY RECORD BOOK COMPANY
SELECTED SECURITIES RESEARCH, INC.
SHARON STEEL CORPORATION
SHEARSON, HAMMILL & CO.
SIEGLER CORPORATION
SIRE PLAN PORTFOLIOS, INC.
SMITH-CORONA MARCHANT INC.
Kleinschmidt Division
Marchant Division
SOUTHERN COMPANY
Alabama Power Company
SPALDING, A.G., & BROS., INC.
SPEAR ENGINEERING COMPANY
SPEEDRY PRODUCTS, INC.
SPENCER GIFTS, INC.

STANDARD OIL COMPANY—NEW JERSEY
Humble Oil & Refining Company
STANDARD-TRIUMPH MOTOR COMPANY, INC.
Triumph Cars
STAR HILL DISTILLING COMPANY
Maker's Mark Bourbon Whisky
STATE MUTUAL LIFE ASSURANCE COMPANY OF AMERICA
STITZEL-WELLER DISTILLERY, INC.
Old Fitzgerald Bourbon Whiskey
STUDEBAKER-PACKARD CORPORATION
Studebaker Division—Hawk
SUNRAY MID-CONTINENT OIL COMPANY
SWINGLINE INC.
TENNESSEE DEPARTMENT OF CONSERVATION AND COMMERCE
Industrial Development Division
TEXAS ELECTRIC SERVICE COMPANY
TEXAS GAS TRANSMISSION CORPORATION
TIME LIFE INSURANCE COMPANY
TODD, J. L., AUCTION COMPANY
TORO MANUFACTURING CORPORATION
TRAILER TRAIN COMPANY
TRANS-WORLD SAVINGS AND LOAN ASSOCIATION
TRENDEX RESEARCH GROUP
TRIANGLE PUBLICATIONS, INC.
TV Guide

UNION CARBIDE CORPORATION
Union Carbide Consumer Products Company
Union Carbide Plastics Company
UNITED BINOCULAR CO.
UNITED STATES RUBBER COMPANY
Footwear & General Products Division
UTILITY SUPPLY CO.
The Curta Company

VANADIUM-ALLOYS STEEL COMPANY
VENGE & CO.
Tuborg Danish Beer
VICTOR ADDING MACHINE CO.
VOLKSWAGEN OF AMERICA, INC.
Volkswagen Cars
Volkswagen Trucks

WELLS FARGO BANK AMERICAN TRUST COMPANY
WOOL BUREAU, INC.
WORLD WIDE ART STUDIOS
WYANDOTTE CHEMICALS CORPORATION

YODER COMPANY

ZEISS, CARL, INC.

Source: "USN&WR" Market Research Division

These 201 brought to 569 the number of advertisers who last year covered America's most important customers and prospects through "U.S.News & World Report". "U.S.News & World Report", too, led the news magazines in number of new accounts—and by a substantial margin.

"U.S.News & World Report" is the No. 1 news magazine in advertising growth

Published records for 1960 show how "U.S.News & World Report" is setting the advertising pace among the news magazines—

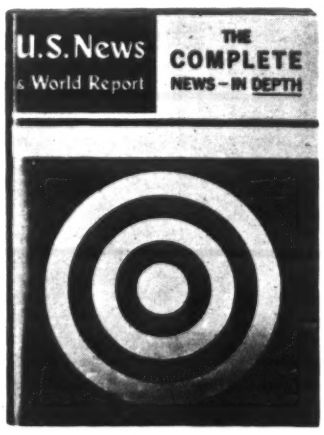
- **First in total advertising page gains**—three times the gain of the second ranking news magazine.
- **First in consumer advertising page gains**—including a gain in passenger car advertising larger by far than *any* magazine.
- **First in total business and industrial advertising gains;** first in page gains; and first in both pages and gains from the 100 largest business and industrial advertisers.
- **First in advertising pages from the 100 largest advertisers** in the news and management field—including both business and consumer.

Source: Publishers Information Bureau. (Note: A new account is defined as one that ran in 1960 and did not run in 1959.)

Again, in 1961, more and more advertisers are using "U.S.News & World Report" to spearhead the major advertising campaigns. And here's one of the reasons:

No other magazine can match its customer concentration, cost efficiency and campaign effectiveness among the higher income managerial and professional people who represent America's most important business and consumer markets. That's why for more and more advertisers, "U.S.News & World Report" has become—

...the most important magazine of all



U.S.NEWS & WORLD REPORT

America's Class News Magazine

Net paid circulation now more than

1,200,000

Newspaper Linage Shows 10.1% Drop in February

NEW YORK, March 28—Newspaper advertising linage continued its decline in February, down 10.1% from 209,661,474 lines to 188,582,123 lines reported for the same month in 1960. The drop was across the board, except for financial linage which increased 5.7%, from 3,847,001 to 4,066,506 lines.

For the year to date, linage dipped 8.9%, from 421,688,715 to 384,248,264 lines. Biggest losers were general advertising, dropping from 47,671,375 to 41,781,635 lines, or 12.4%; and classified advertising, down 12.3% from 118,-147,439 to 103,596,406 lines.

February losses were by automotive advertising, down 19.8% from 12,186,677 to 9,778,825 lines; classified advertising, down 13.9% from 58,100,333 to 50,044,823 lines; and general advertising, down 11.8% from 25,833,132 to 22,778,-909 lines.

■ Also down were total display, 8.6%, from 151,561,141 to 138,537,-300 lines; retail including department stores, 7.1%, from 109,694,-331 to 101,913,060 lines; and department stores, alone, 6%, from 36,943,893 to 34,725,710 lines.

FEBRUARY NEWSPRINT USAGE DIPS 5.8%

NEW YORK, March 28—U. S. newsprint consumption dropped 5.8% in February, according to the American Newspaper Publishers Assn.

The ANPA estimated that total February newsprint consumption in the U.S. was 523,171 tons compared with 555,220 tons in February, 1960.

Newspapers reporting to the ANPA consumed 393,378 tons of newsprint in the 28-day February, 1961, versus 416,415 tons in the 29-day February, 1960. Both months had four Sundays. #

March 15 Set as Date of Issue for Ayer Cup Entries

Ayer Galleries, Philadelphia, has set March 15 as the date of issue for newspapers entering the 31st Annual Newspaper Contest for the Ayer Cup and other awards. Newspapers will be judged on the basis of typography, makeup and printing. All English-language dailies published in the U.S. are eligible to compete. Complete copies of March 15 editions should be mailed by April 12 to Ayer Galleries, W. Washington Sq., Philadelphia.

Sunlight Soap Moves to London Press Exchange

The Sunlight soap account will be transferred from Lintas Ltd., London, the Unilever house agency, to London Press Exchange at the end of this month. This follows a recent reorganization at Lever Bros., which has appointed Lintas to handle "additional development work."

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

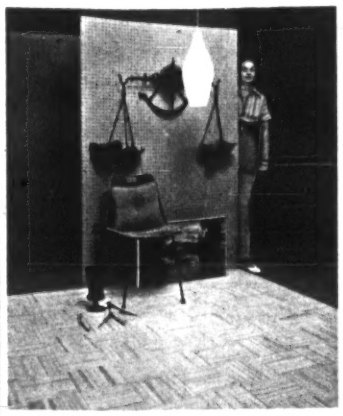
Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.



THE IMAGINATIVE. Not clever cliches for your kitchen. This one's as exotic as an oriental dish, yet as light as a souffle. You take pink and throw away the recipe book . . . not just a touch of one pink but variations of it even to the floor! Straight pink, rosy pink, lilac pink and orange pink all combined to dramatize the pink-flecked "Tilecraft" A "brushstroke" pattern achieved by a special Dominion process. There's a loveliness to "Tilecraft", but beware it's soft-sheen linoleum the pattern never jumps. Only in tiles. For these colours say Number 5212 in "TILECRAFT" LINOLEUM BY DOMINION.

THE EXECUTIVE. This is the part you play when it comes to efficiency in your home . . . and a big part it is, assessing the value and performance of the things you use in it. You don't have a staff to whom you can delegate responsibility. Most of the decisions have to be yours. Perhaps we can help your decisions about smooth-surface floorings. First of all, you want to buy Canadian floorings but you also want to be able to buy the colours and patterns you like most. You'll be happy to know that no other floorings local or imported equal the colour and pattern range of

FLOORS BY DOMINION

DOMINION LINOLEUM is now in its 1961 and its high resistance to damage such as stains and scratches make it a good investment for your home. Linoleum is pleasant to walk on because of its resilient composition which also muffles household noises. No other flooring gives you as much scope for your own ideas in blending designs, textures, effects are action-packed, with rich and colour arrangements and Dominion's inlaid walls.

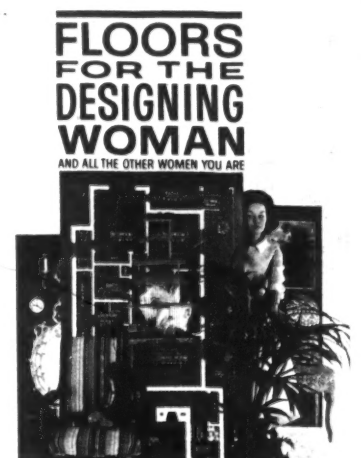
DOMINION VINYL TILE is the most versatile flooring with the newest look. Because it's vinyl asbestos, it's ideal for normally difficult areas such as damp basements, but purely for colour, pretty patterns, smooth finish and high resistance to wear make it suitable for all rooms on above or above ground level. Dominion Vinyl Tile is not affected by ordinary household chemicals or atmospheres and its bright colours are completely fade proof.

IN THE YARD FOR THE SMART SEAMLESS LOOK, OR IN TILES FOR SPECIAL EFFECTS MARBOLEUM, DOMINION JASPE, HANDICRAFT, BATTLESHIP, TILECRAFT.

IN EXCLUSIVE CATALOGUE . . . AS SHOWN! POPULAR JASPE AND CAPRICE. THE SPATTER PATTERN

Made only in Canada . . . sold by style-wise Canadian stores.

For full information on both Dominion Linoleum and Dominion Vinyl Tile write to: Dominion Oilcloth & Linoleum Company Limited, 1205 St. Catherine Street East, Montreal. Makers of Dominion Linoleum, Dominion Vinyl Tile, Asphalt Tile and Associated Products.



THE ADVENTUROUS. Here's a playroom where you go daring for the sheer fun of it. Wear Shocking Pink with your back to a lounging sofa that's daring the abstract painting you love for its vibrant shapes and smile mysteriously when somebody asks what it means. This is "emphatic", not "subtle & decor" so you choose something exclusive in Dominion Vinyl Tile for the floor. It's parts-mod "Catalogue" the most "brilliant" design in this mood: modern of many living floorings. Love the effect of the lemon yellow and black with this bronze shade. Ask the man for Number VC 131 in Dominion "Catalogue". VINYL TILE BY DOMINION.

THE ARTISTIC. You graduated long ago from wreck-a-doo décor, but your bedroom has to be pretty . . . very! Apply your colours as carefully as a water colour. Select a shy member of the purple family for the striped wall. Give the room a quiet formal air with a floor of Dominion Marboleum in an antique hue. The quiet, soft sheen look of linoleum is so much a "private property". It's the flooring where colours glow without glaring. Enjoy the matchless effect of this Marboleum. No. M 161 by the yard, or in tiles for a floor just as fine as this, even. "MARBOLEUM" LINOLEUM BY DOMINION.

LEADING LADY. Show your regal disdain of the obvious by "taking the stage" on a linoleum floor in your living room. Even the decoratively fanatic would approve the good taste of a room like this! Begin with a backdrop of antique gold on walls, paint some elegant "prints" just so, and raise a sparkling chandelier on high. The dark brown "Hand craft" pattern exclusive to Dominion viewers, knits all the dramatic notes together. Small living rooms seem large on a stage with the clean uncluttered look of linoleum! Colour presented here is Number 5 in "HANDICRAFT" LINOLEUM BY DOMINION.

UNDERFOOT—*Dominion Oilcloth & Linoleum Co. will use this six-page, four-color insert in the May issue of the Canadian Reader's Digest via Cockfield, Brown & Co., Montreal. The insert will get support from newspaper copy and point of sale. Follow-up ads are planned for next fall. Trevor Hall did art direction on this ad; Ray de Reya handled copy chores.*

THE S.E.P. SHORT COURSE

D.O.A

Do Over Ad. A few minor revisions needed: new headline, different illustration, copy rewritten with more sell. Otherwise O.K.

A.P.X

Ad Page Exposure—the first and only media measure that tells you what happens to the ads that survive. Who sees them and how often. If the ad's worth running, you ought to know how many selling opportunities a given magazine gives it.

Before you run another ad, get the APX facts from The Saturday Evening Post.

TEST—*Wolverine Shoe & Tanning Corp., Rockford, Mich., is testing newspaper comics page ads in 15 markets for its "world's lightest workshoe." MacManus, John & Adams is the agency.*

Caterpillar Tractor Wins Top Ad Prize in Americana Awards

PHILADELPHIA, March 28—Caterpillar Tractor Co., Peoria, won the principal award in the Americana Awards for advertising on a national scale category of the Freedoms Foundation at Valley Forge. Standard Oil Co. (Indiana), Chicago, won the principal award for a local campaign in that category.

Caterpillar Tractor was cited "for twelve full-page, full-color advertisements circulated in five of the nation's leading magazines plus a series of weekly advertisements beamed to high school students through papers in home plant areas.

"The entire series presented with clarity and brilliance the story of our nation's dependence on fundamental concepts of the American economic free enterprise system for future security and growth."

■ Standard Oil received the award "for a series of full-page advertisements in newspapers of its trade area explaining and extolling the principles of the U.S. free enterprise economic structure. This series used both photographic illustration and text to subtly 'bring home' a recognition of free enterprise principles."

George Washington Honor Medal Awards in the advertising category were also awarded to Albemarle Paper Mfg. Co., Richmond, Va.; America's Independent Electric Light & Power Companies, New York; First Federal Savings & Loan Assn. and Santa Barbara Mutual Building & Loan Assn., Santa Barbara, Cal.; Gair's, Redlands, Cal.; Hyster Co., Portland, Ore.; and Kansas-Nebraska Natural Gas Co., Hastings, Neb.

Metro Associated Services, New York; Mobil Oil Co., New York; New Britain Industrial Council, New Britain, Conn.; *Newsweek*, New York; Philadelphia Suburban Water Co., Bryn Mawr, Pa.; Strawbridge & Clothier, Philadelphia; Virginia Electric & Power Co., Richmond, Va.; Warner & Swasey Co., Cleveland; and WFIL Radio and TV, Philadelphia. #

McGraw-Hill Unit to Clayton

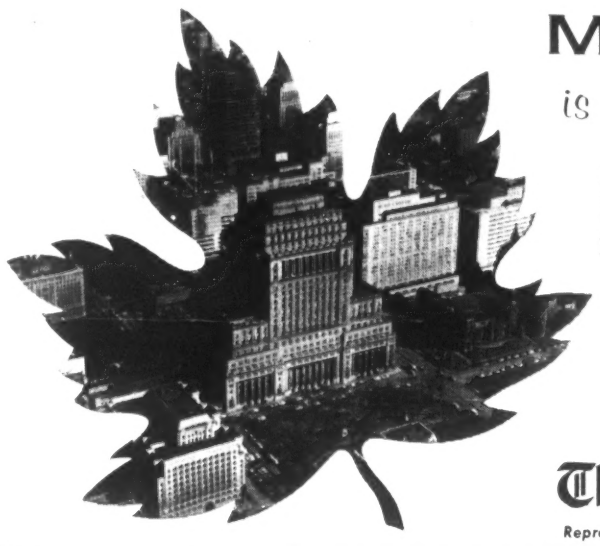
McGraw-Hill Publishing Co., New York, has appointed Sidney Clayton & Associates, Chicago, to handle advertising for *Control Engineering*, *Electrical Wholesaling* and *Electrical Construction & Maintenance*. Hazard Advertising Co., New York, formerly handled advertising for the three publications.

Liberty Sets New Ad Push

Liberty Distributors, Philadelphia, a merchandising organization representing 26 hardware-housewares wholesalers, will launch a national ad push for Trustworthy, Dainty Maid and Sportmaster brands with an ad in the April 22 issue of *The Saturday Evening Post*. This is believed to be the first time in the history of the independent hardware-housewares wholesaler-retailer method of distribution that national consumer advertising is being used to support and promote wholesaler-developed brands of merchandise.

Stone Named Ad Manager

S & S Corrugated Paper Machinery Co., Brooklyn, has appointed Byron Stone advertising and sales promotion manager. Mr. Stone was formerly advertising and sales promotion director of the Typhoon Air Conditioner Co., division of Hupp Corp., Brooklyn.



MONTREAL
is Canada's largest City

In this dynamic, two-language Metropolis, the Star gives you powerful coverage and deep penetration of the English market. Ask for the facts.
ABC Circulation over 191,000.

The Montreal Star
Represented nationally by O'Mara and Ormsbee, Inc.

FILMS...RECORDS...PLATES...
GET 'EM THERE FASTER

GREYHOUND® PACKAGE EXPRESS

Don't miss deadlines! Remember: it's there in hours ...and costs you less... when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day... seven days a week... *including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. D-9 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE ____ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

...to name a magazine with larger circulation increases than Family Circle
—all single-copy sales, too—with no circulation promotion

...to find anything of interest in Family Circle to anybody—except homemakers

...to name another publication that is more truly a woman's service magazine

...to conceive of a mass magazine with the double selectivity of Family Circle
—selectivity of supermarket outlets, selectivity of 100% homemaker audience

...to show us a magazine that more deeply influences homemakers
—as demonstrated in our Dichter Study

...to find a magazine that has greater acceptance among food chain executives
—as demonstrated by our Bennett-Chaikin Study

*Publisher's Estimate

Actual March Circulation	6,300,000*
New March 1961 Rate Base	5,250,000
March issue Bonus	1,050,000

First Quarter Aver.—UP 830,000* over first quarter 1960

The Family Circle sales managers and salesmen in the picture don't really want to cross swords with you. All they want is the opportunity to prove the challenges listed above.

FAMILY CIRCLE—FOR HOMEMAKERS ONLY!

Advertising Age

Feature Section

Guerrant Does Blow-by-Blow on Reeves Book

Canadian Club in Creative Corner

Make Sound, Appealing Idea—Woolf

Exotic Japanese Imports—Butler

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Admen Love Advertising; Others Don't . . .

Advertising People Like Their Work, Find It Satisfying; Their Neighbors Shrug

In this second article detailing the results of an unusual sociological study of the standing of advertising and advertising people in their own minds and those of their non-advertising suburban neighbors, the two groups' general views of advertising as a vocation are reported. What emerges is an extremely interesting and revealing biopsy of the advertising business.

In last week's ADVERTISING AGE, a picture was presented of how advertising people regard themselves, and how their neighbors, who don't work in advertising, regard them.

This week's article is concerned with advertising as a business, and covers such questions as:

- What kind of people do well in advertising?
- Is it an ulcer-producing business?
- Is it conducive to a happy home life?
- Is it an exciting business?
- What is its status in the community?

As in the first section, the most striking aspect of the study is the high regard advertising people have for advertising. Here again they repeatedly demonstrate that they see its best facets: they see it as interesting, warm, a good business for people of intelligence. They see it as a business of mobility, with a good chance of advancement. They see it as a business remarkably free from bureaucratic bonds; to them it's a business that isn't dull, a creative business with opportunities for progress and growth.

■ In the first article, it was remarked that the neighbors of the advertising men consistently took a less enthusiastic view of what the advertising people believe so thoroughly.

That pattern is consistent in this portion of the study. By and large the neighbors are disposed to think of advertising as an interesting business, but they give it lower marks than advertising practitioners. They take a markedly different view from advertising people on such key questions as "job satisfaction," leadership, and opportunity for growth. In these key areas, they have a very low opinion of advertising indeed.

In the first part of the study it was noted that the largest measure of agreement fell in negative areas; in other words, advertising people and the neighbors were alike in imputing to advertising people some unpleasant and reprehensible qualities. This pattern repeats itself: advertising is seen by both advertising men and their neighbors as a business of pressure, uncertainty and ulcers.

There is no sharper point of difference than in the opinion of advertising and non-advertising people on advertising's essentiality to the economy. Only a fifth of the neighbors think advertising is as essential as do advertising men, and three times as many regard it as *non-essential* to the economy.

The Case of the Favorite Nephew

In order to illustrate the approaches of the two groups, both were asked to suppose that a favorite nephew had asked advice about his career. Which of the six vocations would they suggest?

Advertising was the first choice of advertising people.

But non-advertising people, by a 64% majority, chose the career of a self-employed professional for the nephew. No other career was mentioned specifically.

Advertising people based their choice of advertising on two premises, first that they liked it themselves ("I know it, I love it"), and second that it is "creative, offers satisfactions and a chance for self-expression."

■ Non-advertising people chose the professional because it seems to them he can develop his own talents without hampering or control, that he reaps monetary rewards and has security, and that he is of service to other people and to the country. Advertising people think highly of the self-employed professional also, and about three-quarters as many admen would choose that field for a nephew as would choose advertising.

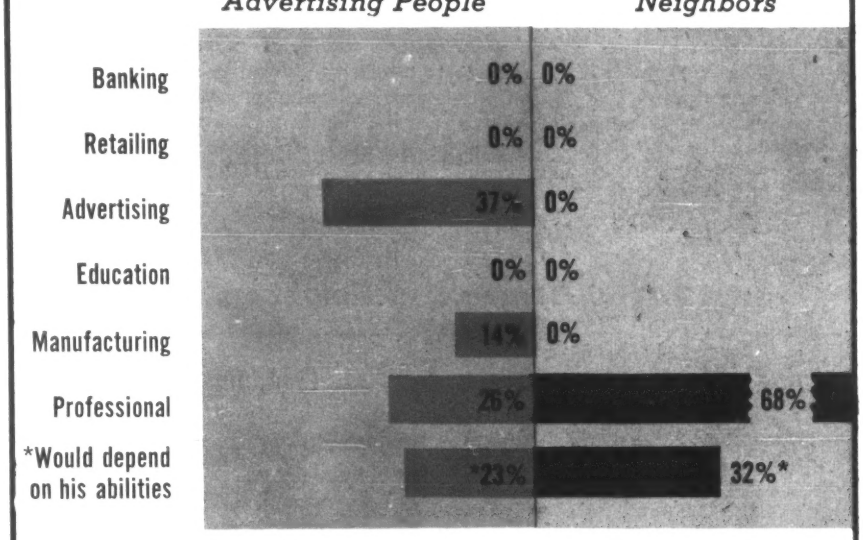
A fairly substantial bloc of the neighbors indicated a dislike for advertising: it was a field without personal challenge; a working climate too full of "dog-eat-dog" atmosphere; and a field "we can do without."

Echoes of insecurity ring in the answers. "There are no in-betweens in advertising," one neighbor commented, "you can be a success one day and a failure the next." "The least of all I'd recommend would be advertising," one neighbor said, graphically if not grammatically, "a rough business where you're here today—gone tomorrow, depending on the whim of your customers. Dog eat dog. I have a couple of friends in it and both have ulcers."

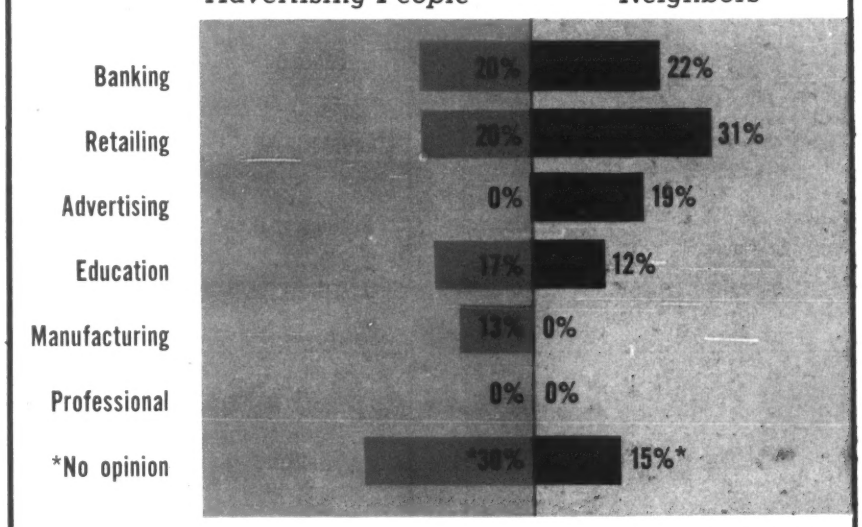
■ Now, when the question was changed and the advertising men and their neighbors were asked what they would tell a nephew *who wants to go into advertising*, the responses became quite different.

Advertising men gave practical advice. Lots of English; get selling experience; be

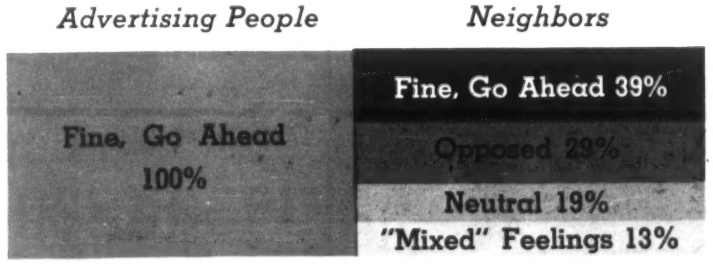
Your Favorite Nephew Asks Advice On A Career. Which Of These Six Fields Do You Recommend?



Which Industries Would You Recommend Least?



If He Wants To Go Into Advertising, What Would You Tell Him?



sure that he likes people; be sure that he can stand the pressure of the business and is not attracted by false glamor.

The neighbors' reaction is sharply different. While more than a third would approve the choice of an advertising-bound nephew, almost as many—29%—would be flatly opposed to a career in advertising.

■ They cite the risks and instability, the lack of job permanence, and the rough competition under pressure. Many seem to feel that advertising isn't worth the trouble—that it isn't necessary, and that there are more productive fields in which one might spend one's life. Others have doubts about the ethics, or lack of it, in the advertising business, and they feel advertising people are of low caliber.

"I would tell him advertising is not any easy field," one respondent said soberly. "I think the competition at present is very keen. It would be a hard struggle."

"I feel it is too whimsical a profession," commented another.

■ "Quite frankly, I have little use for advertising people," one neighbor told the interviewer. "They tend to twist things too much. They are the least ethical group of people of any group I know. Having dealt with advertising executives in my own firm, I have had to be quite firm. Oh, how they hate to be caught! They SQUIRM! Yet they are very important cogs in today's industry."

One neighbor would tell his nephew, if he wanted to go into advertising: "Be original. Be an extrovert. Be a diplomat."

Background of the Study

In May of 1960 the firm of Market Psychology Inc. conducted interviews in three specially selected suburbs or exurbs of New York, Detroit, and Chicago. In Westport, Conn., in and about Birmingham, Mich., and in Winnetka and Highland Park on the North Shore of Chicago, advertising agency men and their non-advertising neighbors were interviewed at length in their homes. There were 165 interviews, 95 with a structured projective questionnaire (49 advertising men, 46 non-advertising neighbors), and 70 with a semi-structured qualitative questionnaire (36 advertising men, 34 non-advertising neighbors).

All advertising respondents work for advertising agencies in one of the three large cities near them. Their jobs include practically every function within an agency: vice-presidents and other executives, account executives, creative administration, art and copy directors, office managers, etc. Their non-advertising neighbors included many in executive positions, such as business managers, vice-presidents, assistants to presidents, executive vice-presidents, district and regional sales managers, office managers, together with a wide range of other kinds of non-advertising work, including 1 builder, 1 mason, 1 teacher, 1 lawyer, 1 physicist, 1 engineer, 1 real estate manager, 1 labor relations director, 1 trucker and 1 pilot.

Responses center about three main areas: what advertising men and their non-advertising neighbors think of themselves and of each other as *people* (last week's article); how they separately feel about advertising *jobs* versus other kinds of work (today's article); and their different opinions concerning the current state of *advertising* in the U.S. today.

Advertising vs. Other Jobs

By and large, advertising men like advertising. About two-thirds of them chose advertising because the work appealed to them. Most of them thought they had abilities adaptable to advertising work, some 17% had specifically trained for it in college, and a smaller group thought simply it offered challenge and would be interesting.

Their neighbors have much the same thing to say, except that more of them, 27%, had trained for their careers in school. About one-fifth reported they felt suited to their work before getting into it.

One major difference between advertising people and their neighbors seems to be this: non-advertising people's responses have an overtone that they picked their respective fields not so much because they felt suited to the work as because they thought it was a field offering a good future. Advertising people seem more concerned with how both they and the job will develop together, over a period of time—a personal and creative approach to work.

■ About the same proportion of the advertising men and non-advertising men got into their particular fields by accident. Either they needed a job, and this turned up, or it was the first job they landed and they stuck to it.

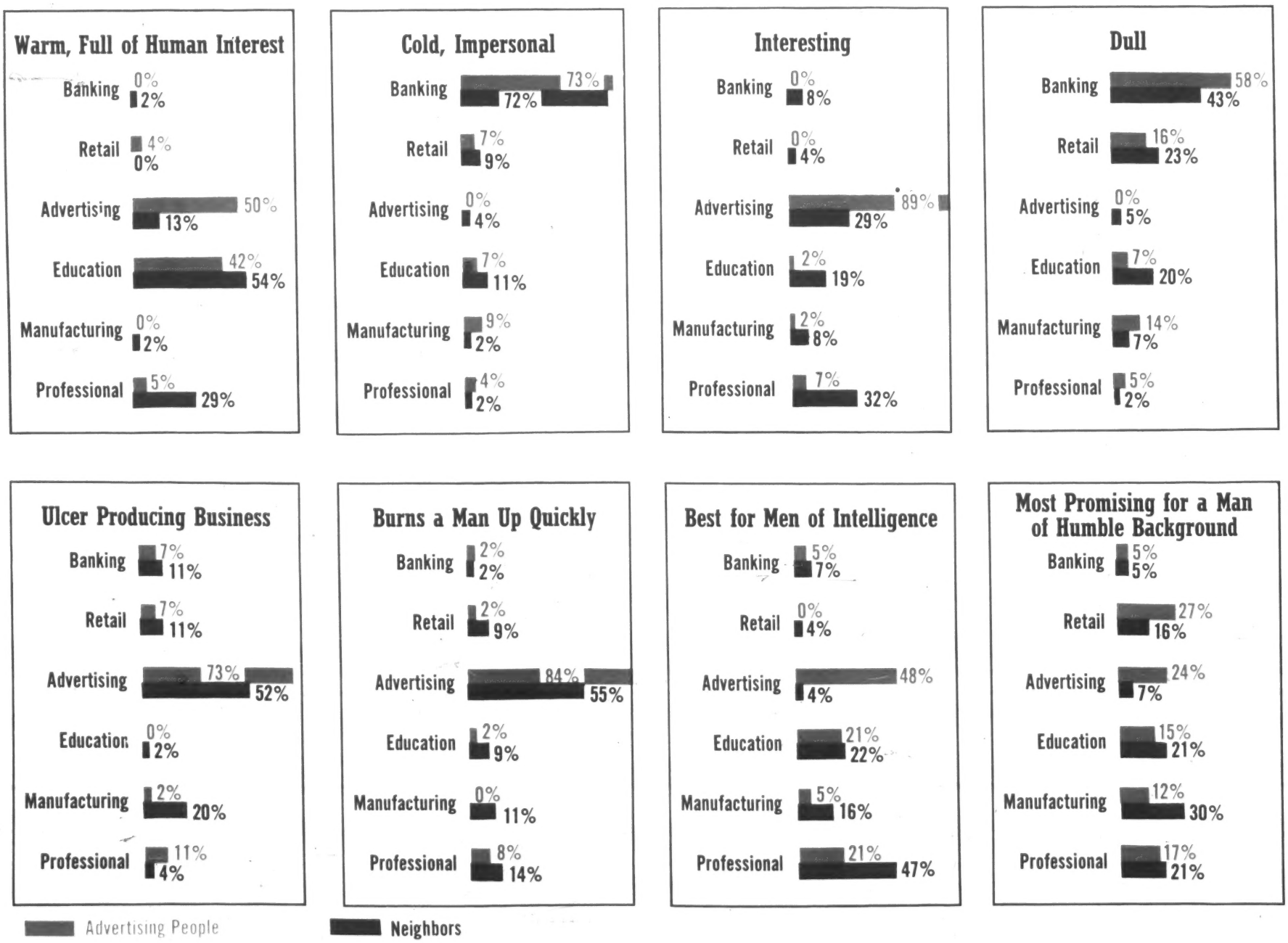
Another major difference seems to be that nepotism and family ties play very little part in advertising. Only about 6% of the advertising respondents found their way into their present occupation because of family connections, family ties, family traditions—or the family business. About a fifth of the non-advertising neighbors arrived at their occupations in this way.

■ About a sixth of the people in both groups came into their present field from a related field. In the case of advertising, these were apt to be research, media, publicity and selling.

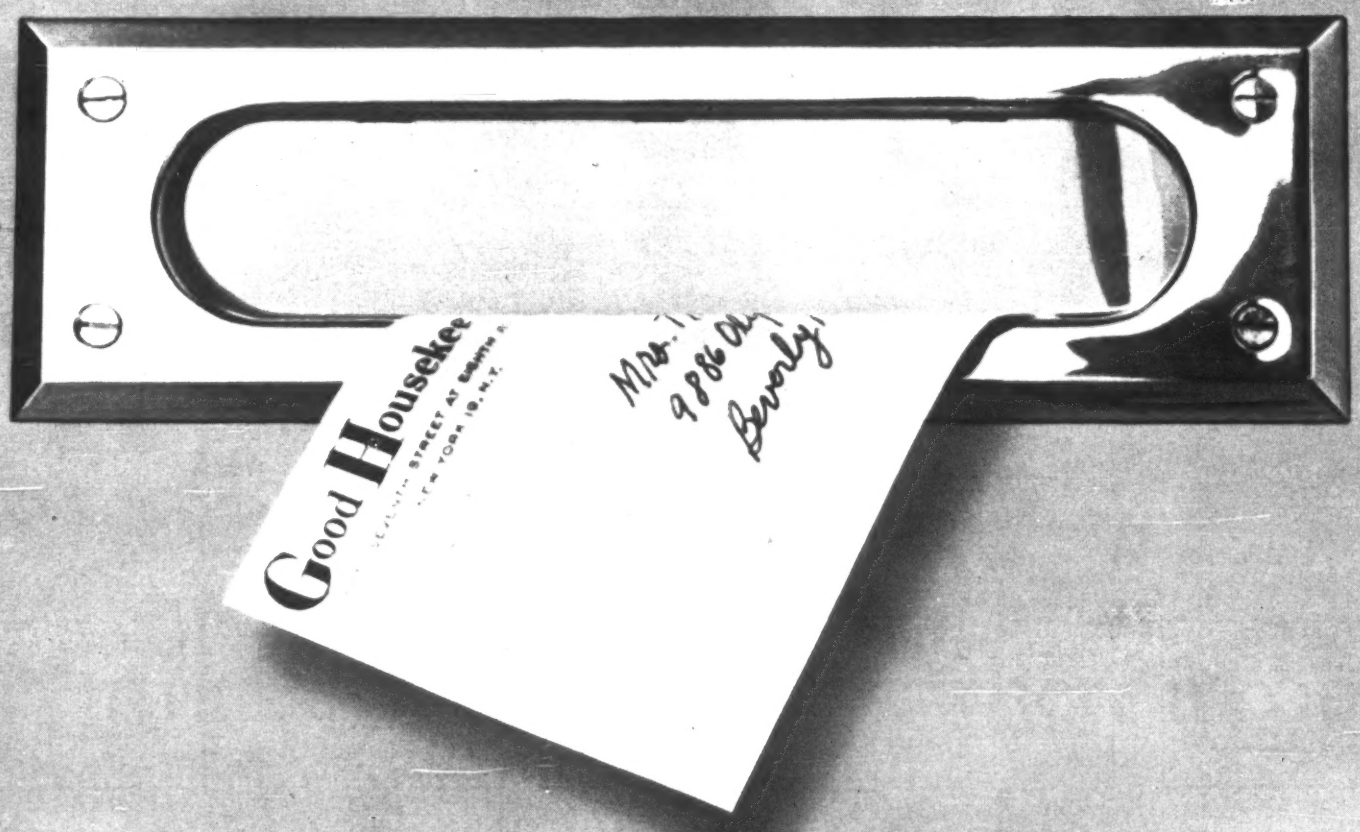
The Job in Prospect

Do people know what a business is like before they get into it? What do they think a business is like before they ac-

Admen and Neighbors Find Advertising Interesting, but an Ulcer Producer



WHAT MAKES GOOD HOUSEKEEPING DIFFERENT?



20,000 PRODUCT CONSULTANTS

Would you like to learn the frank, uninhibited reaction of Mrs. Consumer to your product — at no extra charge except for actual out-of-pocket expenses? Well you can! Good Housekeeping's famous, long-established national consumer panel of 20,000 housewives is now available to advertisers for a limited number of special assignments.

In recent months, the panel has: ▪ taste-tested four proposed new food flavors. **The Panel Report:** two had appeal, two did not. ▪ evaluated selling techniques of a house-to-house cosmetic firm. **The Panel Report:** homemakers liked product but demanded more technical authority from sales representatives. ▪ baby-tested waterproof baby pants. **The Panel Report:** excellent product, but leg-holes too small for real live babies! ▪ provided consumer reaction to proposed new bacteria-inhibiting process for fabrics. **The Panel Report:** allergic reactions substantial enough to reject process. ▪ evaluated "no-iron" men's shirts. **The Panel Report:** women would resent product unless labelled "little or no ironing."

The panel is organized for income, age, occupational and educational factors, geographic location and family composition. If your marketing activities would benefit from the use of a consumer panel for determining product-attitudes, preferences and use-patterns . . . reaction to new products or services . . . sampling housewife opinions, etc. . . . you will find this proven, functioning organization of tremendous immediate value. That's just one of the marketing services that make Good Housekeeping different . . . one of the things that make it a great advertising medium.

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

GOOD HOUSEKEEPING
magazine & institute/a Hearst magazine
. . . because nothing persuades and sells like the truth

tually work in it?

For the non-advertising people, this is a fairly simple report. Nearly half had no idea, really, about the business they entered. About a third thought simply that the business offered money and advancement.

The responses of the advertising men are much more complex. A little less than a quarter of them report they had no concept of how skilled and complicated a business it really turned out to be. They had either supposed it was a glamorous, exciting, Hollywood-like business, or they thought it was quite simple—just making ads.

Another fifth thought of it as creative and interesting, and about 17% liked the future and the money.

■ Two roughly equal blocs of advertising men hold diametrically opposite views. About as many advertising men feel they understood exactly what the business is about as there are advertising men who report they had *no* idea at all what the business was about.

And there is a small percentage of advertising men, 6%, who say candidly that they thought advertising was a racket before they went to work in it.

What they look forward to in their jobs is practically the same for both advertising and non-advertising men. The major bloc in each group, about two-thirds, looks forward to more money and the opportunity to advance. Non-advertising people lay great stress on the satisfaction of doing a job well, and more than one-third mention this reward.

Advertising people stress a variety of job satisfactions: nearly half cite being able to express themselves, with advertising appearing as an outlet for creative ability. Security in the field is cited by 17%, and two smaller groups mention (1) benefiting people and uplifting culture through their work, and (2) the constant challenge of the work, and the lack of boredom.

No Greener Fields

If they had it to do all over again, most advertising people—a rousing 83%—would make the same choice and make their living in advertising.

Most of their neighbors feel the same way. More than three-quarters of them would take the same vocational road they are now traveling, primarily because of the money and success they have enjoyed.

(It might be well at this point to re-emphasize that these interviews were conducted in comfortable suburbs of New York, Chicago and Detroit. In other words, these are people who have done well at their vocations, and their satisfaction in their careers mirrors this accomplishment.)

■ Among the 17% of advertising men who would pick another field, the predominant choice is another creative and exciting one, and often one not far removed from advertising. The 24% of the neighbors who would choose another vocation would normally take something quite removed from their present work, either a first vocational love—like medicine—or a more creative and interesting job. Perhaps like advertising.

Advertising vs. Other Businesses

Advertising men like advertising. According to them, it's a warm business, but their neighbors rate advertising only one-fourth as "warm" as their first choice, education. (See chart, Page 88.)

No advertising people think of advertising as a cold, impersonal business, and only 4% of their neighbors think of advertising in this way. Banking and finance was the overwhelming choice of both groups for this designation.

As always, advertising people regard advertising as an "interesting" business. The neighbors think the professions are more interesting than advertising, although by a narrow margin.

■ Advertising people and their neighbors agree that advertising isn't a "dull" business. Banking and finance won this dubious accolade from both groups.

Advertising is viewed as a business that is hard on the people in it. According to advertising people, advertising is an easy choice for the business that produces ulcers and "burns a man up quickly." The neighbors concur—more than half of them think of advertising in this rigorous and pitiless light.

Advertising people are convinced of the cerebral qualities necessary for advertising work. Last week, as we saw, they chose advertising for the "bright young man." Here they choose advertising as the field "best for men of intelligence."

■ The neighbors dissent, almost totally. Only 4% think of advertising as the best field for men of intelligence; advertising is tied with retailing, and we have already explored the neighbors' low regard for the retailer. As far as the neighbors are concerned, the best field for intelligent men is the self-employed professional, who is the choice of nearly half the neighbors.

Last week we saw that advertising people don't think of advertising as being snobbish, clannish or Ivy League.

Still consistent, they think advertising is a pretty good field for men of "humble background," ranking it next to retailing, and the difference is slight. The neighbors think of advertising as next to last as a good field for a man of humble background, and their choice of the best field for him is manufacturing.

■ Advertising people think of advertising as a mobile business, not over-stratified, and one where ability is recognized quickly and progress is rapid. Accordingly, when asked which business offers the best chance for advancement, 72% of the advertising people chose advertising.

The neighbors disagreed, and ranked advertising third, but their choices were fairly close together. Professionals came first, followed by manufacturing. Both groups agreed that education offered the least chance for advancement.

In the same vein, advertising people don't regard advertising as bureaucratic,

Advertising Seen to Offer Creative Opportunity, but Little Security

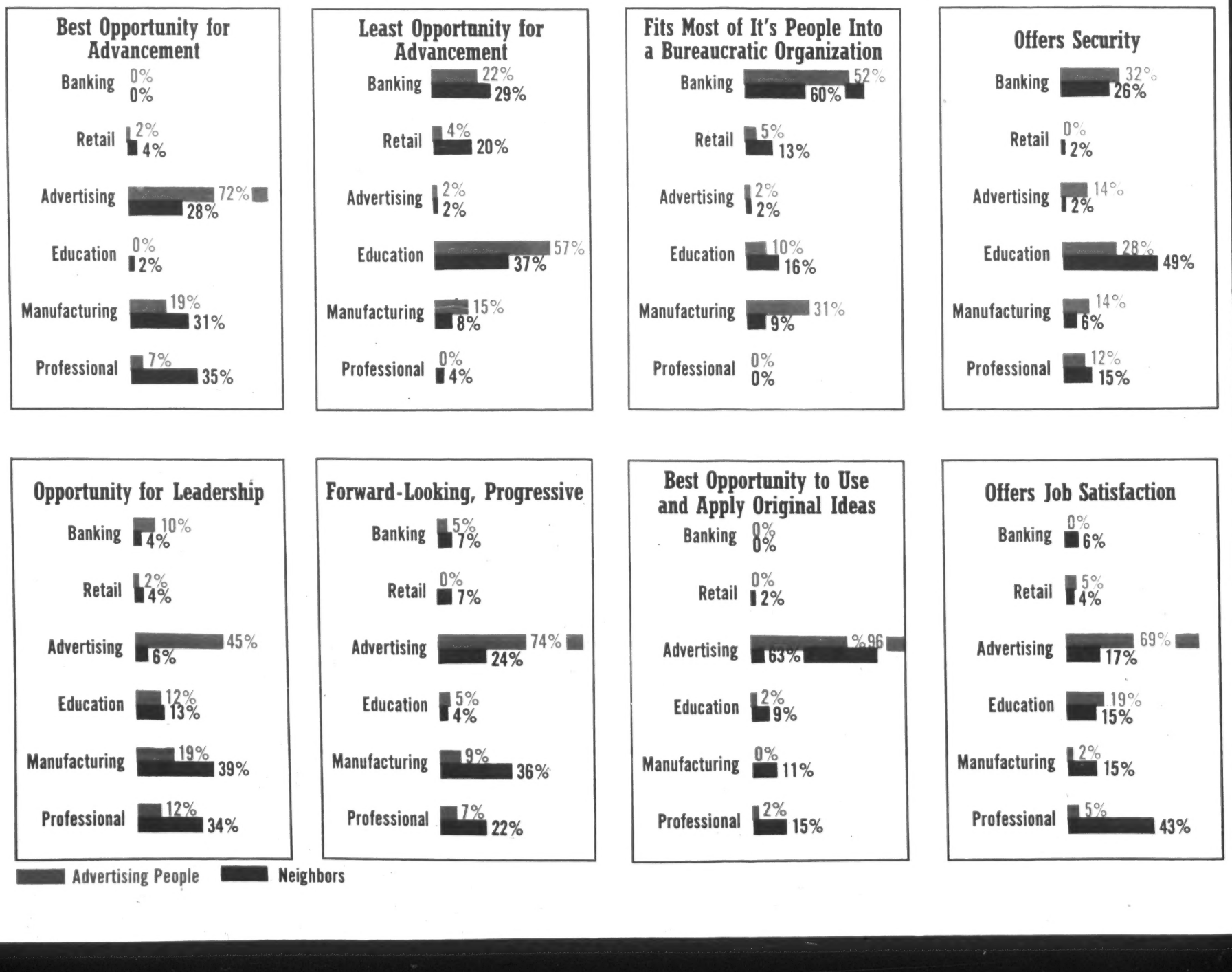


PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Many are aware that under the Big Top is concentrated 3 giant rings of unmatched thrills and excitement.

It should be equally well known that under the Big Top of FIRST 3 MARKETS GROUP magazines is concentrated 3 giant markets with record smashing sales and unmatched profits.

Build sales leadership for your product by concentrating a sizeable part of your advertising effort in the FIRST 3 markets of New York, Chicago and Philadelphia—which account for about 1/7 of all Drug sales, 1/6 of Food sales, 1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U. S. Apparel sales.

In these compact, most profitable markets you need much more than regional portions of thin-coverage "national" media or the "now you have it, now you don't" audience of the ephemeral TV or radio sales message. Within these top markets *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

and neither do their neighbors. Only a minor percentage mentioned advertising as fitting its people into a bureaucratic mold, and the overwhelming choice of both groups for a bureaucratic kind of business is banking.

■ Bureaucratic businesses are often equated with businesses offering considerable security. Perhaps on this ground alone, advertising would have been rated poorly in terms of security. At any rate, advertising people rated advertising low in security, and even so, they regarded advertising as about seven times as secure as did their neighbors. Advertising people regard banking as secure, with education second; their neighbors reversed the choices.

Probably no question better illustrates the difference in how advertising people look at advertising compared with their neighbors than the question of which business offers "opportunity for leadership."

Almost half (45%) of the advertising people think advertising does. Manufacturing did about half as well, in the opinion of advertising people. The neighbors obviously don't equate advertising with leadership opportunities; only a minor portion mentioned advertising, and it ran far behind manufacturing and professionals.

■ In the same general way, advertising people regard advertising as being "forward-looking and progressive," and three-quarters of the advertising people made advertising their choice. But the neighbors think manufacturing is more progressive, and only two-thirds as many as chose manufacturing chose advertising.

On the other hand, advertising definitely appears to be a business where there are opportunities to be creative and to apply original ideas. Advertising people picked advertising by an almost total vote—96%. Non-advertising neighbors also picked it overwhelmingly.

Social Values of Advertising

The first article in this series illuminated a schism between advertising people and their neighbors regarding what kinds of people advertising people are. When the questions turned to human and social values of the advertising business, this schism appeared again.

When asked what vocation offered "job satisfaction," advertising people predictably chose advertising—by a 69% majority. Advertising was second among non-advertising people, but it trailed the first choice, the ubiquitous self-employed professional, by a tremendous margin.

■ When asked which vocation offered the greatest opportunity to "grow as a human being," advertising people again chose advertising but by a much smaller margin, 37%. Non-advertising people took a sharply different view—advertising was fourth, with a minor vote. Education drew more than six times as many votes, and was the first choice of the neighbors, with the professional following close behind.

Earlier comments in the study had indicated that one of the misgivings felt by neighbors about advertising was its effects on the home life of the people in it. When asked which vocation "allows the most satisfactory home life," advertising people rated advertising equal with education, but gave both fields only about half the vote given to banking, the top choice. Non-advertising people ranked advertising *last* on a home-life basis, with education first.

■ One of the shockers of the study was the apparent low opinion advertising people held of their business and its role in society.

When asked which of the vocations was "useful, beneficial to society," advertising people ranked advertising second to education, but with only half education's votes. Non-advertising people took a much more decided view—advertising ranked last, but tied with manufacturing and retailing, and education came first. Significantly, the neighbors tripled the advertising people's appraisal of the professional.

When this general area of thought was probed in a different way, and respondents were asked which of these vocations was "essential to the economy of the country," and "less essential," it became clear that advertising people have a considerable doubt about the essentiality of their business, and that their neighbors have no doubts about its non-essentiality.

■ Advertising people ranked advertising second in essentiality, about even with banking, and well behind manufacturing. The neighbors ranked advertising fourth, far behind manufacturing, banking and education.

As the chart on this page shows, there is an apparent cleavage in meaning between "useful, beneficial" and "essential." Advertising people, who think highly of education as useful and beneficial, ranked it low on essentiality; their neighbors tripled education's rating as essential, although it was third behind manufacturing and banking.

When the question became one of being "less essential," advertising people thought advertising was as dispensable as education; they thought the professional was least essential, while the manufacturer and the banker were most essential. Non-advertising people figured advertising as the *least essential* vocation, followed by professionals, educators, and retailers. They agreed that manufacturers and bankers are least dispensable.

■ Finally, the two groups were asked which of these six vocations had the "highest prestige in the community."

Advertising was simply washed out of the picture.

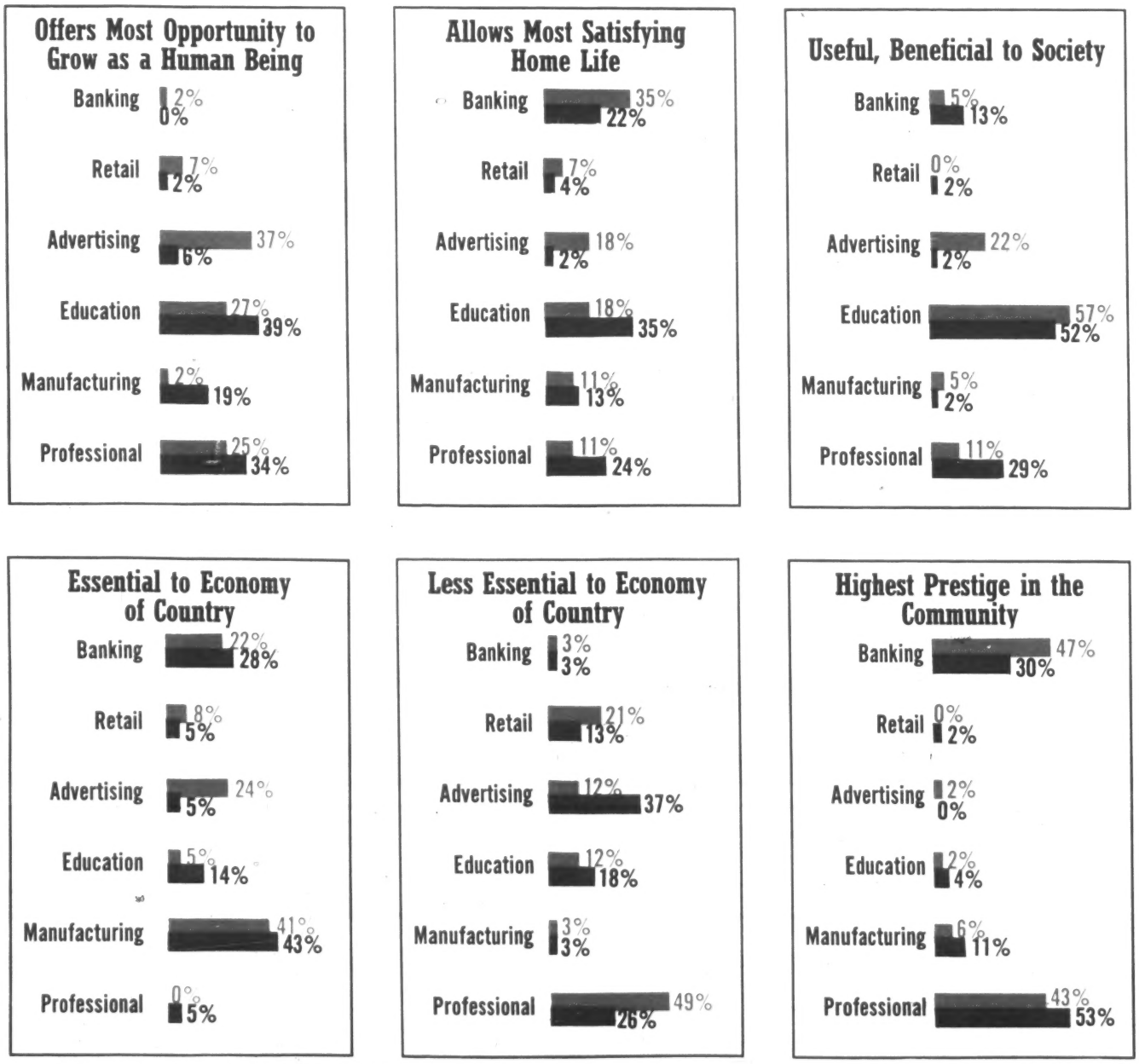
Only 2% of the advertising people voted for advertising. None of the neighbors voted for advertising.

Banking and professionals were the fields advertising men think have the highest community prestige. The neighbors gave the top position to professionals, followed at a respectful distance by banking.

■ In other words, rated in terms of essentiality to the economy, and as a social factor, advertising rates poorly.

And it rates nearly as badly with its practitioners as with people who are not working in it.

Advertising Seen to Carry Little Weight as Social, Economic Factor



'Why I Like My Job'

Before exploring this question, it might be well to repeat an important qualification. These interviews were conducted in upper-class suburbs of New York, Chicago and Detroit. The advertising agency men interviewed had done well at their business. The neighbors presumably had done as well at theirs. This is a portrait, then, of people who—to a considerable degree, at least—"have it made."

This may be the reason that the answers of both groups as to what they liked in their respective fields of work are quite similar.

More than half of the advertising people and their non-advertising neighbors say their work is challenging, and it is the facing and solving of new problems which intrigues them.

■ Thus an advertising man says, "You work with intangibles which heighten the challenge. You work with feelings and emotions and words, and end up with sales that are made by the ringing of the cash register." His non-advertising neighbor explained, "The personal satisfaction of figuring out the company's needs and then planning their requirements, and the satisfaction of seeing them get results through my specifications."

The second most important element in job satisfaction is the number of interesting people with whom they come in contact. Around 30% of both groups cite this facet. Non-advertising people tend to stress the number of different people they meet; the advertising people stress the variety of clients, and the advertising contacts—people they describe as alert, intelligent and charming.

■ About a fifth of the advertising people mention creative aspects of their work as an important aspect, and about half as many mention "an air of excitement." Non-advertising people, particularly those in sales, mention freedom—not being tied down.

There is an old and cynical chestnut about the advertising business: That the people aren't much, but you meet such interesting money. In light of this study,

PROBLEM:

Southern Frozen Foods, Inc. needed the appetite appeal of full-color magazine reproduction, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

FRESH FROZEN
Premium Quality
GARDEN VEGETABLES

McKenzie's Southern vegetables taste better, are of better quality, are rich in natural vitamins and minerals. They're grown in rich Southern soil under warm Southern skies. You'll like McKenzie's vegetables a little bit better. Try 'em.

PACKED TWO WAYS

—in family size polyethylene bags
and
—in smaller cartons for convenience, too.

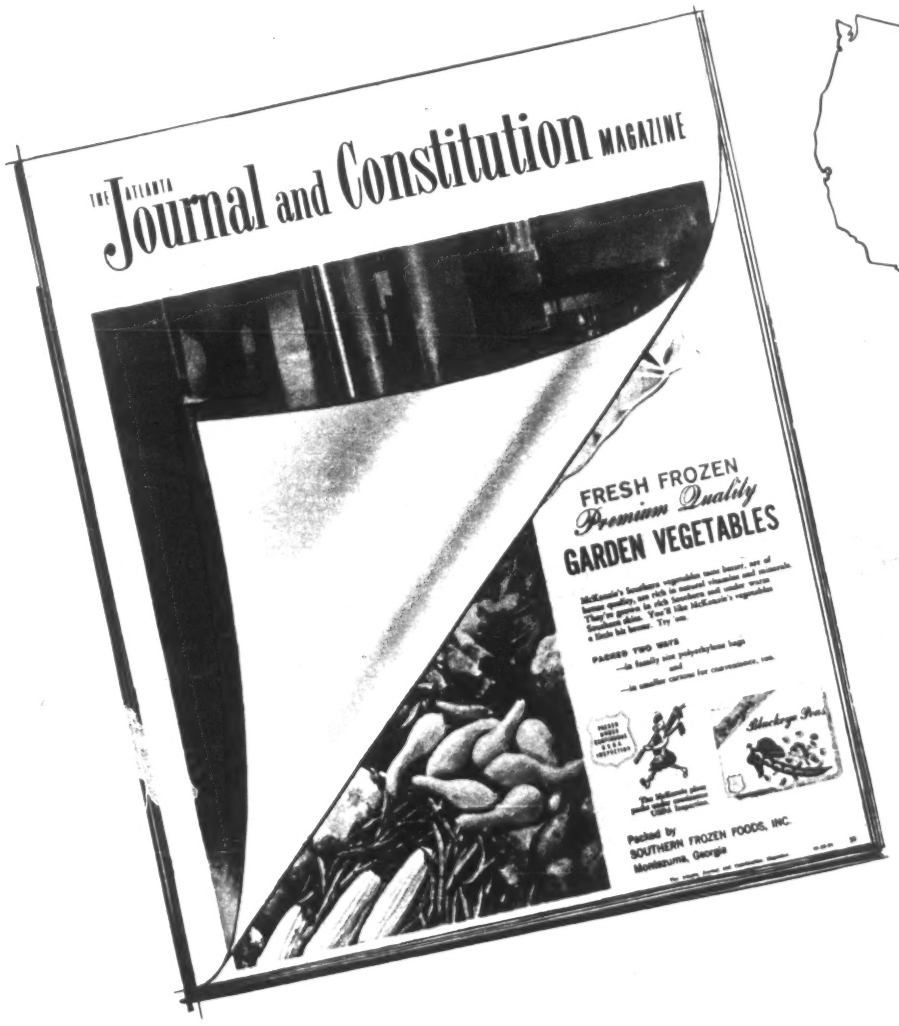
The McKenzie plant packs under continuous USDA Inspection.

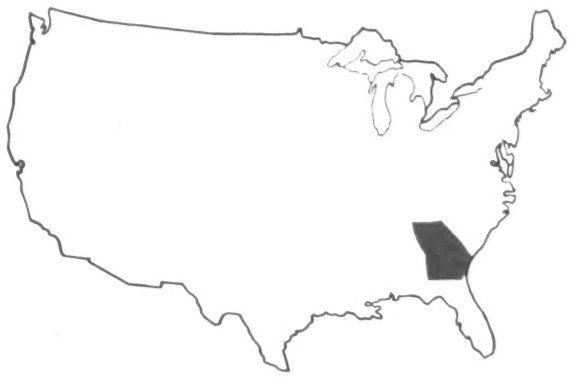
Packed by
SOUTHERN FROZEN FOODS, INC.
Montezuma, Georgia

SOLUTION: Home Edited Gravure Magazines...like The Atlanta Journal and Constitution Magazine in Atlanta.

Southern Frozen Foods distributes exclusively in the state of Georgia. Atlanta, the major market in Georgia, is served by a locally edited magazine – The Atlanta Journal and Constitution Magazine. It offered full-color magazine reproduction **plus** the reach and penetration of newspapers. Southern Frozen Foods merely matched up the magazine to the market.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.





The Atlanta Journal and Constitution Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

perhaps it should be revised. In this study, non-advertising people ranked financial reward third, as a reason for liking their jobs. Advertising people ranked the money they make fifth and last.

What They Don't Like

What advertising people like least about their jobs is the pressure—and its side effects. They mention the never-ending tension of making deadlines; the bad hours; the cancelled vacations; the disrupted home life.

This general area accounted for 29% of the complaints, and the advertising men describe this phase of their lives graphically: "It's a rat race. We're constantly faced with deadlines caused by the fact that one must produce and produce quickly because there is so much competition in the business." "The tremendous pressures of deadlines and of conflicting personalities we work under." "It raises hell with family life, because of the bad hours, and the business is filled with unnecessary crises and virtually impossible timetables and schedules. There is much weekend work." And, "Man-made crises caused by unsure people who do not allow reasonable hours to get jobs done."

■ The second major complaint of the advertising people is the major complaint of non-advertising people (nearly a quarter mentioned it): The routine administrative detail work required in all business—the reports, records, time-sheets, production schedules, etc.—which they feel interfere with the main or creative aspects of their work.

Many non-advertising people also find they don't have the regular working hours they would like. About a fifth of them complain of out-of-town travel, or the fact that their business is seasonal. But 18% of the non-advertising group have no complaint to make.

■ Advertising people are either more articulate or they have more of which to complain. As many as dislike detail are prone to complain about the people they have to work with—and this is usually The Client. "Sometimes it is frustrating," one respondent confessed, "to have your ideas changed by people that you feel know less about it than yourself." Another cites "the fact we have to deal with people who do not know as much as they think they do." And one advertising man blurted, "Fifty per cent of the time what I did was changed because the man above me must justify his job. The agency man must satisfy the client first or he has no job. For instance, the first and foremost part of my job once was to be sure my client didn't eat his lunch alone! He had a phobia against eating alone, and every day I had to eat lunch with him."

■ Of relatively minor concern were: the advertising business' preoccupation with "groupthink"; job insecurity with an attendant fear of stating opinions honestly; lack of basic satisfactions because work in advertising is not close to people's basic needs; and a vague feeling that the drive for volume in business leads to dishonesty and misrepresentation in advertising.

A comment on insecurity: One advertising man complained of "the fact that accounts change from agency to agency for unsound or political reasons," and "the very fact that they can switch without anyone thinking it through very carefully."

Still, 14% of the advertising people had no complaint.

Where Should One Work?

Perhaps the most interesting—and the most revelatory—part of the study is the advice one would give a favorite nephew about a career. In casting themselves in this avuncular role, both advertising men and their non-advertising neighbors stressed, it will be recalled, the desirability of working as a professional.

This was the choice of nearly two-thirds of the non-advertising people, and about one-quarter of the advertising men.

■ The reasons varied: One can be one's own boss; one is assured of employment; one can enjoy a fuller life, independence of thought, judgment and action. "Self-employed professionals are not hampered by other people who control them, and they do not have to conform to so many policies. It's a matter of self-expression," explained one non-advertising man.

It may be relevant that only one of the non-advertising neighbors to whom interviewers talked can properly be classified as a self-employed professional.

■ On the other vocations which were posed as alternatives, these were some of the reasons for disapproval:

Retailing—too risky, difficult, and regarded as generally aggravating. Nearly twice as many of the non-advertising neighbors feel this way as do advertising men.

Banking and finance—dull, boring, stodgy, offering little in the way of stimulation or financial reward.

Teaching and education—poorly-paid and lacking the recognition it deserves.

■ As was said earlier, none of the advertising people picked advertising as the last place to which they would send a nephew. About 13% of them picked manufacturing as lacking in opportunity.

The non-advertising group gave advertising a bad time. About 19% picked it as the vocation they would be least inclined to recommend. The reasons: competition, insecurity, and a follow-the-leader turn of mind. As one non-advertising respondent, who disliked advertising as a career for his hypothetical nephew, put it: "You must always work in the same track of mind because the job is always to call attention to something that is hardly worth the effort."

Summary

Advertising people, for the most part, think very highly of work in advertising; their non-advertising neighbors are little impressed, and seldom agree except in generally negative characterizations.

■ Advertising people think advertising is warm, full of human interest, and offers job satisfaction and opportunity for advancement. They see it as a good field for intelligent people, and those lacking a superior background. Their non-advertising neighbors dissent: only a piddling percentage thinks advertising is a good field for men of intelligence compared with other areas, and minor percentages think advertising is a good place for a person of humble background, or that it offers room for growth as a human being; and a practically invisible percentage of the neighbors believe advertising offers a satisfactory home life.

■ The groups agree that advertising isn't dull; that it offers the best chance to use and apply original ideas; and that it offers little security. They are also alike in ascribing to it the results of pressure and tension—ulcers and "burning a man up."

In an important area (on which more light will be cast in the third article in this series) the two groups neither agree nor disagree. They seem to raise a serious question worth further consideration: How useful, beneficial and essential is advertising to the country and to society? In this section, advertising respondents tend to think of themselves as moderately essential, while their neighbors tend to think that advertising is the least essential of several vocations to the country's economy, and virtually of no use to, or beneficial to, society.

■ Finally, only 2% of the advertising group believe their kind of work carries high prestige in the community. None of their neighbors think so.

* * *

In the third and concluding article in this series, we will look at the state of advertising in America, how it has been affected by scandals, whom the advertising people and their neighbors think is to blame, and what they say will be done about it. #

Deplores 'Medicine Man' Approach . . .

'Disillusioned, Disheartened' Agency Head Takes a Long, Hard Look at Reeves Book

The following letter to the editor, discussing the book, "Reality in Advertising," written by Rosser Reeves, chairman of the board of Ted Bates & Co., is published here because it is much too long for publication in the Voice of the Advertiser department and because the letter itself is extremely unusual. Mr. Reeves' book is scheduled for publication April 17, but as the author and numerous others have pointed out, it has been in wide circulation under a Ted Bates & Co. imprint, for many months. Its substance was reported in the March 6 issue of Advertising Age.

To the Editor: After twenty years in advertising and currently believing that our total industry has reached the adult maturity of most other self-respecting businesses, I am suddenly disillusioned and disheartened.

This came with the announcement and article in Advertising Age concerning the importance of the Rosser Reeves book, "Reality in Advertising," in obtaining an account for the Bates Agency.

I have nothing against Mr. Reeves or the Bates Agency. But, just when I was beginning to believe that both agencies and advertisers recognized the value of honest effort, marketing ability and creativity so essential in a multi-billion dollar industry . . . I now find that the old "medicine-man" approach is still the best way.

Several months ago I had the opportunity, along with many advertisers, to read this beautifully-bound book printed as "Confidential, for Agency use only." No advertising man would argue with Mr. Reeves about his main theme concerning the value of continuity, frequency and repetition of an advertising message. This is repeated in all the textbooks. But few advertising people would have the courage to say in the first chapter of a book that there are 37 different factors, including advertising, that would affect a brand's sales . . then ignore 36 of these factors by attributing all of the "success" stories he uses to advertising alone.

Few men would have the courage to claim new advertising theories and then repeat some of advertising's basic fundamentals.

Mr. Reeves seems to deplore the use of fancy phrases, yet has camouflaged the book with such coined phrases as "Vampire Video," "Deceptive Differential," "Usage Pull" and "Unique Selling Proposition."

Because there are too many imitators in the agency business and because I feel that this "medicine-man" approach to advertising and obtaining new business will set our industry back 20 years, I would like to review "Reality in Advertising," chapter by chapter. This should be valuable to these agency people who can't wait for the book to go on sale to find out the device that obtained a $6,000,000 account. And, by reducing the book to simple terminology, the review should help advertisers assess its real value.

Following is the "review" with my comments in parentheses:

Chapter 1: Here Mr. Reeves estimates there are 37 different factors, including advertising, that can affect a product's sales. (In succeeding chapters he ignores these variables in drawing relationships between a particular headline, or campaign, and the sales results. Does he, or does he not, believe that such factors as price, distribution, sales force, competition, etc., affect a product's sales?)

Chapter 2: He says that it is *now* possible to find out if your advertising is making sales by checking usage of those aware of your advertising versus those who are not aware. (This is a type of research that is widely used, but it still does not give you proof as to whether your advertising is just fair, good, or excellent.)

Chapter 3: He states that penetration of your message is important. This is Step No. 1 concerning the success of your campaign. Step No. 2 is to research the usage pull, which means the number of customers you obtained through the penetration of your message. He claims that this kind of research on big advertising budgets has, *for the first time*, provided an auditing approach to advertising and uncovered some startling truths. (This is an excellent step in analyzing the efficiency of your advertising, but Ted Bates didn't originate this type of research, is not the only practitioner. Also, at least from reading his book, it has not uncovered any startling truths that haven't been known for several years.)

Chapter 4: He states that some campaigns penetrate better than others. (Rather widely known.)

Chapter 5: He claims that among penetrating campaigns, some produce more sales than others. (Follows Chapter 4 very well.)

Chapter 6: He claims that a three million dollar advertising budget is equivalent to six million, if it produces twice the results. (True.)

Chapter 7: He states that the mass of people forget your campaign in as short a time as six months, if you drop it or change it. (The exact time of forgetting is open to argument, but, with the mass of advertising being directed to the consuming public, there is no question but what the memory time factor is quite short.)

Chapter 8: Changing your story means loss of penetration. Stay with the campaign year after year. (This is a basic fact, but the advertiser must be sure through research and sales results, that the campaign is good and remains good in face of changes that constantly occur in the market.)

Chapter 9: A consumer tends to remember only one strong claim or concept from

an advertisement. (A basic principle of advertising.)

Chapter 10: The penetration of your message crowds out that of your competitors. (Another basic truth.)

Chapter 11: (A review of preceding chapters.)

Chapter 12: Advertising should do more than just display a product, it must persuade a person to buy it. (A basic truth.)

Chapters 13 to 15: Persuading a person to buy your product requires a unique selling proposition, or U.S.P. (This, of course, is the guts of any ad—often called the consumer benefit, reason why, or purchase proposition, etc. by other agencies. The easy way out here is to have it in the product or get the manufacturer to put it in, which requires study and creativity. If the product doesn't have it, the big job is to discover it or create it, and then be able to recognize it when you've found it.)

Chapter 16: Deceptive Differential! Interpreted to mean that comparison in a competitive way is all right but don't strain to magnify a small difference. Be truthful in comparative statements. Comparison is not needed in some cases, but needed in others. (This is a fuzzy treatment of this subject, and I believe the conclusion is to do your comparison right or don't do it at all.)

Chapter 17: The U.S.P. is something a person gets out of an ad. It is not always a tight phrase but can be a complex of visual and verbal elements. (Fundamental.)

Chapter 18: Very deep motivational research delving into subconscious etc., has not been perfected to the point where it is reliable as a major advertising tool, particularly when projected for the masses. (True, though this type of research is helpful in creative work, if judgment is used and results tested.)

Chapter 19: Mr. Reeves tends to criticize other agencies' use of motivational research with its high sounding phrases. He claims that the use of simple, tried and true techniques of questioning in research are the best at this time. (This is a safe viewpoint.)

Chapters 20 and 21: Brand image is not a U.S.P. U.S.P. is a direct persuasion, whereas brand image is a subconscious persuasion. One is a claim and one is a feeling, and either can be successful alone. A good U.S.P. is best, but both together are terrific. (Two good things are better than one.)

Chapter 22: Your advertising message can have different meanings to different people. It's good to test and be sure of getting the right message to all. (A fundamental.)

Chapter 23: Different commercials with the same theme can have wide differences in effectiveness. These should be tested and the best one used repeatedly. (This is true, but generally it is possible to make two or more highly effective commercials with the same theme.)

Chapter 24: Get a good theme and hammer it home. Advertisers get tired of it long before the public. (A basic truth.)

Chapter 25: There is no positive way of telling in advance whether you have a strong or weak U.S.P. in terms of sales. (True, but this chapter seems to contradict other statements.)

Chapter 26: A secondary claim can diminish penetration of the primary claim. It may be a distraction. (This relates to previous chapter on selling one idea in your ad.)

Chapter 27: Vampire Video! This in simple lay language means to not let entertainment, visual effects, etc. obscure your message in a tv commercial, not even for the purpose of producing a feeling or image. (This, of course, is true but should not stifle creativity.)

Chapter 28: Make the audio and video work together in tv. Interpret your theme, specifically for tv. (A fundamental of tv creative work.)

Chapter 29: Originality in advertising must be controlled. Functionalism is most important. (The Bates' reputation was not gained on originality and creativity. They believe in direct hard sell. Many advertisers, and particularly those with smaller budgets, have proved that an ad can be both creative and functional. Reeves criticized a panel of agency experts who selected three poorest tv commercials, by pointing out that two of them were responsible for terrific sales successes. He did not discuss how much better the sales results might have been had the commercials been good. Also, there is the problem of the 37 variables affecting sales. He may be proving that a good product may sell in spite of the advertising.)

Chapter 30: He claims that it is better to reach a large audience less often than a smaller audience more often, on mass consumption products, regardless of budget. (I find it hard to figure out how he can be so positive in such a statement. He can be proved wrong in more cases than he can be proved right. In fact, he completely contradicts himself in his claims for frequency and repetition of a message.)

Chapter 31: (A review of preceding chapters.)

Chapter 32: (A defense for the advertising principles he has covered.)

Chapter 33: He defends the fact that Bates' ads never win advertising awards. He criticizes agency people who are not realistic in their approach to advertising. (I'm glad that he advocates realism. I do believe, though, that one can follow the fundamentals of good advertising and still be original, creative, attractive and very successful.)

■ In summary, Mr. Reeves advocates some very good advertising fundamentals. But why promote an image of phoniness about advertising people with 113 pages of coined, mysterious phrases, positive claims unsupported by fact, commission by omission and complete preoccupation with the obvious.

There is a real danger here, to my way of thinking, for the entire advertising business, both in terms of clients and agencies. The uninitiated may well accept this treatise as "gospel" despite its over-simplification of what advertising is all about . . . and despite the complete ignoring of the multitude of other factors (36 by Reeves' own count) that affect the sales movement of products.

This is a step backward in the evolution of advertising and its proper place in a good and complete marketing program.

David E. Guerrant,
President, John W. Shaw Advertising Inc., Chicago.

The Creative Man's Corner . . .

Light Touch

After almost a quarter century, the world-travel series of Canadian Club appears to have come to an end. Not too soon, either, for figures on liquor consumption published recently by *Business Week* show Seagram's V. O. to be the largest selling Canadian whisky, supplanting Canadian Club despite V. O.'s later appearance in the market.

Whether or not this particular campaign, based on lightness, yet still comparing the lightness of Canadian Club to that of Scotch, will do what a campaign run without change for 25 years could not do remains to be seen.

The photographic illustration is striking—but most photographic illustrations these days are striking, almost as if something had to compensate for the lack of a genuinely compelling verbal idea. What the young lady is blowing is difficult to determine—a dandelion gone to seed or the flower of the milkweed. It doesn't matter. The aim is to suggest lightness, which it does, thus carrying out the verbal theme of the campaign. But is the theme of lightness enough to sell this expensive whisky against others, just as light, but less costly?

We doubt it, but are willing to be proved wrong by time. At least the campaign is pleasant. #

What They Were Saying 25 Years Ago . . .

Dean Uptegrove, art director of Richardson, Alley & Richards Co., speaking before the American Institute of Graphic Arts in a plea for standardization of page sizes among related publications (AA, April 6, 1936):

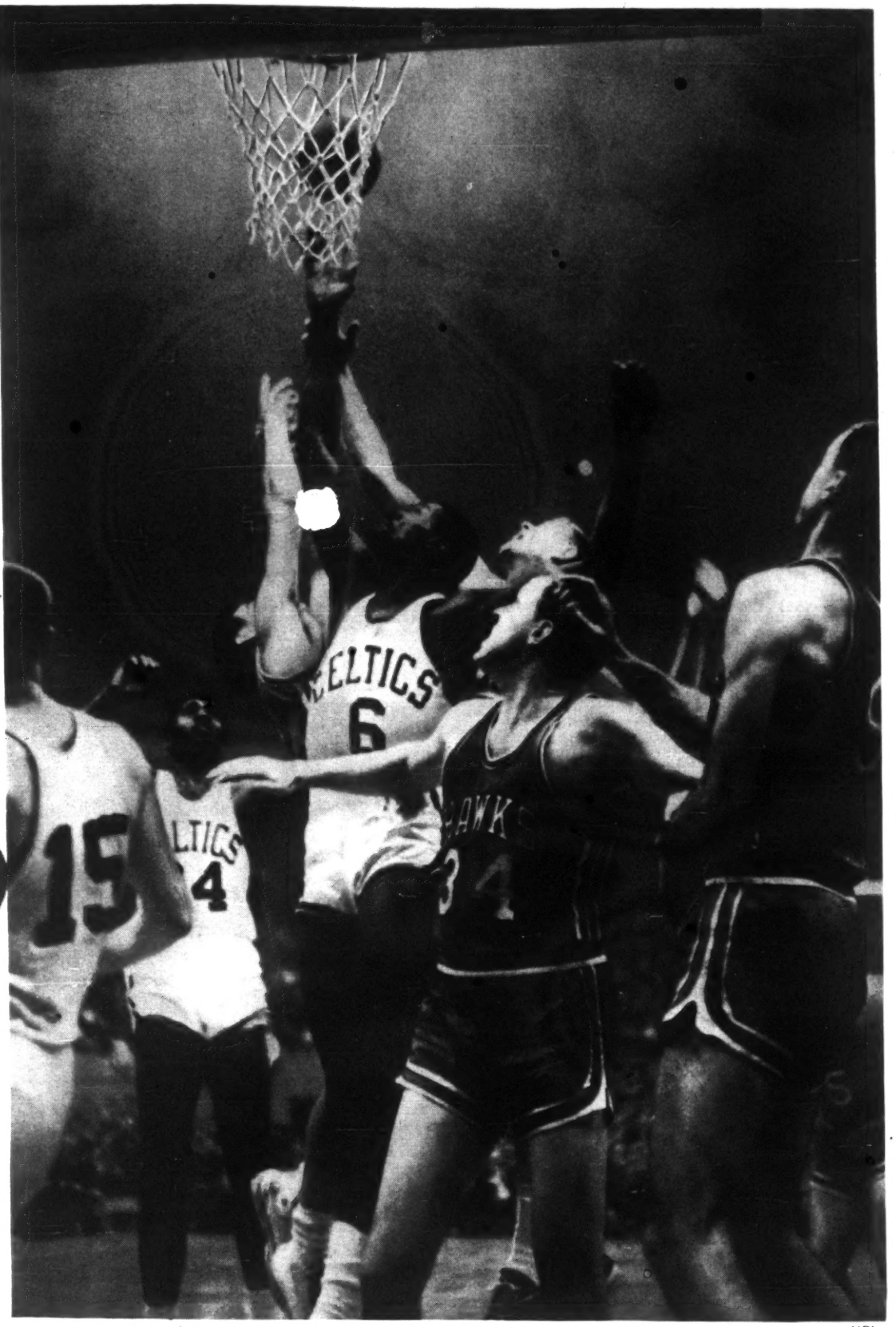
"Publishers of magazines are so engrossed with their own troubles that they never get around to thinking of the agencies' problems. The agency art directors are so busy making re-scales that they never have time to raise the question. If they do mention it, the magazine men get red around the neck and mutter about regimentation . . . If this individuality in page sizes led to some big, dramatic art achievement, I would suffer in silence, but I have never yet seen anything startling done in one-eighth of an inch."

Walter H. Gardner, general sales manager, Keystone Steel & Wire Co., Peoria, Ill., in "Executives Service Bulletin," published by Metropolitan Life Insurance Co. (AA, April 20, 1936):

"It is our observation that conferences integrate activities. They give the minority the chance to declare its opinions openly, rather than grumblingly to obey a dictum from upstairs. They give different department heads a chance to make suggestions. They banish misunderstandings and establish policies which, written or unwritten, chart the course of business. But a real conference is a meeting of minds—not of officials.

■ "The chairman is the controlling factor. It is his responsibility to see that all conferees are prepared to discuss the subject. It is his job to state the problem clearly, to keep his eyes and ears open so that all members get a chance to talk, and to keep irrelevant discussion out of the way."

WIN THE BIG ONES



How they won the big ones

Bill Russell (No. 6) leads the Celtics' battle for the ball as Boston wins the pay-off game of the 1960 NBA Championship.

UPI

Concentrate where it counts, in the "A" markets ...where 45% of supermarket sales are made

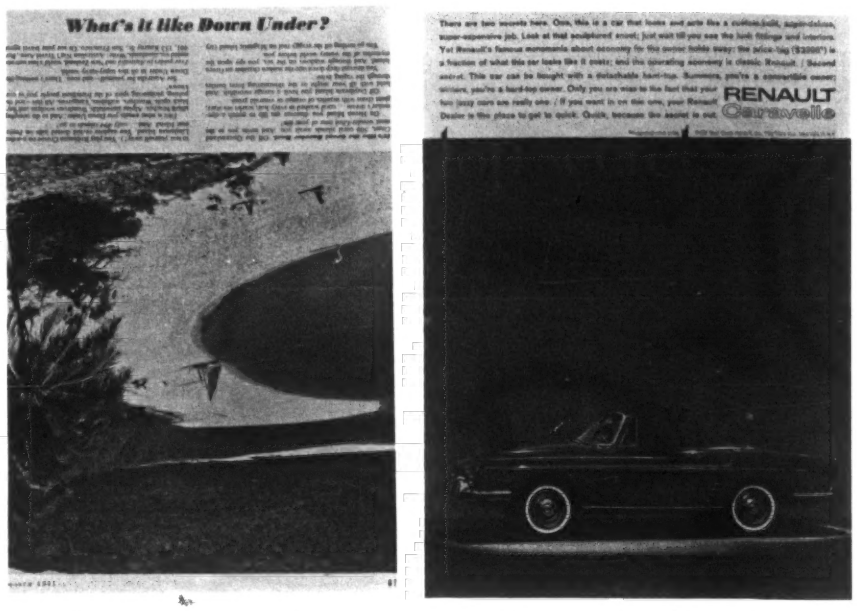
In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE ·

Salesense in Advertising . . .



Conform to Customary Reading Habits

By James D. Woolf
Advertising Consultant

It has always been my notion that advertising layout and typography should conform to the reading habits of the human eye. Since childhood, for example, we have been conditioned to read from left to right, and from the top of a page to the bottom. We have been conditioned also to read black or dark letters against a white or very light-colored background. We have *not* been conditioned to read upside-down type matter.

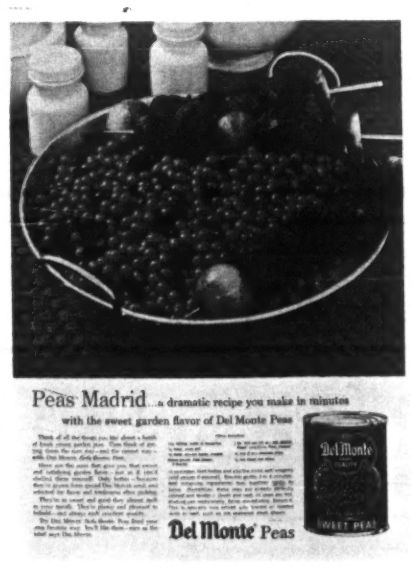
James D. Woolf

Yet here is a full-page advertisement, which seeks to promote Australia and New Zealand as untrammeled vacation lands, that is printed upside-down, except the headline which is right-side up! What is to be gained by this "clever" stunt I don't know. It will certainly confuse and probably irritate readers, if any. It is hard enough to get our text matter read under the best of circumstances. Nearly always the simplest and most direct form of typography is the most inviting and easiest to read.

■ The full-page Renault ad, shown here, also violates good layout procedure. Not only is the text at the top of the page, where it doesn't belong, but it is difficult to read because of the long page-width type measure. The Miracle Whip text is hard to read because the type matter is in reverse; contrast this with the Del Monte page, which conforms to the reader's usual reading habits.

The Eastman Kodak page, in my opinion, illustrates the ideal arrangement: First, the picture at the top of the page, then the headline in the middle, and lastly the text. This is the standard arrangement to which the eye is accustomed.

Bizarre and unusual arrangements do nothing except make advertisements less inviting and harder to read. Physical dress, no matter how original and "clever," can never be a satisfactory substitute for a sound and appealing idea. The secret of good readership is desirable promised benefits. #



Tips for the Production Man . . .

Japanese Fantasy Make Designer Happy

By Kenneth B. Butler

When speaking of things exotic, we tend to think of the Orient—teahouses, geishas, dwarf cherry trees, sunken gardens, parasols, sloe-eyed charmers.

This precept was vividly reinforced for me a few days ago when I encountered a booklet sampling Japanese papers imported and stocked by the Nelson-Whitehead Paper Corp., 7 Laight St., New York 13, N. Y.

This you have to see to believe. It's downright fantastic—a veritable Arabian Nights captured in rag and pulp.

There is, for example, one line called Fantasy paper. Each sheet is actually a pair of gossamer-thin sheets, between which are arrayed gold and silver fleck *and* pressed leaves and butterflies . . . yet the over-all thickness is no more than that of a sheet of Kleenex.

There's also an assortment of 14 Tea Chest papers . . . extremely light-weight, with wildly imaginative, brilliantly water-colored patterns superimposed on a metallic backing.

Something called Ogura at first brings parchment to mind, but it is more than that with loosely woven straw affixed to both top and bottom surfaces.

Along the same line but less savagely composed is Natsume . . . as shown in some of the loveliest colors in the spectrum and with a texture as soft as chamois.

Then there's a sensuous stock called Tsuyuko, silky to the touch and available in shocking reds and greens right out of Suzie Wong.

On the more demure side are several flimsy lace papers, of mantilla design, obviously impractical for printing but just what the doctor ordered for overlay sheets in a prestige brochure.

As for fleck patterns, I find it difficult to conceive of a way to fleck paper which is not represented here. One called Tairei has gold and silver flecks and pure white wisps running riot against a pale flesh base; Hakuchirashi has a beige base heavily populated with tiny gold splashes and flecked with quarter-inch squares of gold and silver.

Tairei also goes in heavily for tinted tufts, little pieces of straw and multi-color confetti imbedded in fields of tangerine, milk-red, azure and warm brown.

I am enamoured of a set of cover papers ranging from subtle gray and tan to blazing red, over each of which floats a smoky white haze . . . no doubt achieved by passing each sheet slowly through an opium den.

The distributor explains (but needn't have) that these are hand-made papers. All those shown in the booklet are stocked in New York (and, happy day, can be purchased in small quantities); if, however, you're one of those complete non-conformists and want something still further out, you can (by special order) secure any one of the designs in any desired color, finish, thickness, or non-standard size . . . although you'll have to allow one to three months for ocean delivery.

I should think, however, that what's shown in this little booklet should be enough to make any designer cry for happy. Sayonara. #

Employe Communications . . .

Employe Panel Views Communications

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The "inquiring photographer" department found its way into the company press many years ago; today dozens of employe publications use the device in order to encourage reader participation. The questions, however, often border on the banal—the onlooker is inclined to wonder just how much value lies in asking employes at random what ball club will win the World Series, or what they think of the trend in women's hats.

Nationwide Insurance Co., in Columbus, O., publishes a handsome and informative bi-monthly called "Nationwide World," and its editors have no time to waste in frivolous questioning. A regular department in this journal is called "The Employe Panel," and in it the reader normally finds the type of question that interests him at once.

In the current issue appear the written views of four New England regional office employes, who were asked a question about improving communication between management and employes. The question brought out some thoughtful answers quite a few people in communication might do well to ponder. (The editors state that the views are unedited, and our hunch is that no blue pencil has been put to them.)

Few pros could sum it up better than Genevieve Shaw, mail clerk, who said in part: "When important changes are to be made which will affect certain people directly, these people should be informed as quickly as possible, in keeping with good management, so that they will have the correct information and therefore be relieved of certain tensions and feelings of confusion which are products of the good old grapevine." Communicators may point out that this is obvious counsel, but there are a lot of management people to whom it is far from obvious.

■ Gordon Lindsay, a casualty underwriter, notes that "most people, from office gossip to vice president, scramble for the prestige of 'passing the word.' This results in dribbles of truth, half-truths and no truths as news filters through the rumor pipes . . . The people who make decisions are not the best to distribute the news. I think that communication of important management decisions should bypass the chain of command, that employe publications should have a strong organization through the company, with paid, part-time string reporters who seek out news and an editor in each region and the home office."

The general observations of Marilyn Emerson, supervisor, policy file, deserve a special place in the archives of communication. "The language of management is a language unto itself, usually quite technical, and generally quite boring. Just as an adult finds difficulty in speaking the language of a child, so does management tend to lose touch with the less technically advanced members of the company, by speaking over their heads . . . How easy to talk over the heads of employes, and how narrow the margin from there to talk down to them! And either course leads to wasted effort on the writer's part and continuing confusion on the reader's. The challenge lies in communicating *with*, not *at*, employes. I believe with a little more effort, supervisors and managers can communicate in such a way that decisions will be read, understood, maybe even enjoyed." #

NOTICE

From years of study, experience, and historically substantiated analysis, it is the considered judgment of the Minneapolis City Council that the proposed state legislation to place gas and electric rate regulation under the Railroad and Warehouse Commission, if passed, will inevitably result in **higher gas and electric bills to all citizens of Minneapolis.**

This proposal is now before your state representatives and senator as House bill 242 and Senate bill 113.

This notice is published by the Minneapolis City Council under its obligation to inform the citizens on a matter of vital public interest. The Council regrets the necessity of inserting the notice at public expense.

UNUSUAL AD—*The Minneapolis City Council took this ad in the Tribune and Star to express its opposition to a proposed law to place gas and electric rate regulation under a state agency.*

Coca-Cola Continues to Get Mileage from World Series Films

ATLANTA, March 28—With baseball moving to the center of the sports stage, demand for the official 1960 World Series film is increasing.

For the past two years the cost of the official series film has been underwritten by Coca-Cola Co. Prints of the 43-minute color coverage of the 1960 battle between the Pittsburgh Pirates and the New York Yankees are available to bottlers at $115 each.

■ The film is made in conjunction with the motion picture division of major league baseball, headed by Lew Fonseca, in Chicago. This division has been turning out an official film of baseball's biggest attraction for several decades. Coca-Cola is the only advertiser to be associated with the project as sponsor in many years.

The 1959 film, available through the Coca-Cola Co., its 1,100 bottlers or Mr. Fonseca's office, was seen by an estimated 12,000,000 people. Charles A. Bourdelais Jr., national manager of concession sales and major league baseball for Coca-Cola, estimates that the '60 version will be seen by at least 15,000,000 persons. B&w copies of the film are being shown to U. S. service men here and abroad.

■ The series film is the piece de resistance of the group of movies made available to bottlers by the company to help them build good will in their communities. Other film subjects: School safety and sports training, including basketball and football. Bottlers show the films to schools, civic groups, men's clubs, associations and other interested organizations. There are now 700 prints of "World Series—1960" in circulation throughout the U. S. The film was made by Borden Productions, Boston.

In its sports training films, Coca-Cola gets a middle commercial featuring the coach and the team who provide the instructions for youngsters. They are set up for an ad-lib effect with the coach and his athletes saying what comes naturally about Coke.

There is no sell in the baseball series films, but Coca-Cola gets opening and closing sponsor recognition.

Coca-Cola, whose agency is McCann-Erickson, will continue this pr program in 1961. #

MCA 1960 Income Up 20%

MCA Inc., New York, tv film producer-distributor and talent agency, reported a gross income of $67,317,103 for 1960, as against $57,786,616 for 1959. Earnings, before taxes, for 1960 were $12,962,433, compared with $10,617,466 for the previous year. Net income, after taxes, was $6,270,230 for 1960, up about 20% over the $5,186,066 for 1959. Of the gross income, $57,593,078 was derived from tv film sales and studio rentals in 1960, as against $48,136,378 the previous year.

Dr. Pepper Names Teitler

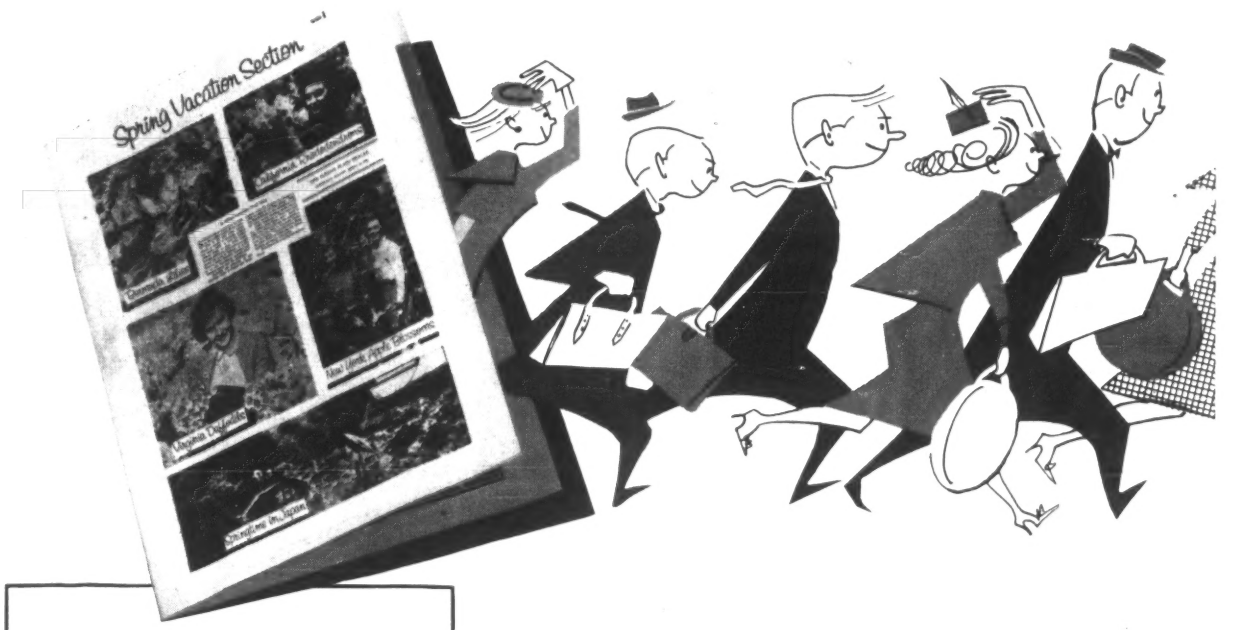
Dr. Pepper Co., Dallas, has appointed Howard Teitler cooperative advertising manager, succeeding Kirby Post, who resigned in February. Mr. Teitler was formerly import market representative, handling merchandising and sales promotion of import commodities, in the foreign office of R. H. Macy & Co., New York.

Aubrey Names Brennan VP

Aubrey, Finlay, Marley & Hodgson, Chicago, has promoted Edward W. Brennan to vp and chairman of its consumer and industrial plans board. Mr. Brennan joined the agency in 1953 as a copywriter and has successively served as account executive and group creative director for industrial accounts.

OE 20 M=
500,000,000.00
"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.
OFFICE EXECUTIVE
Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

BIGGEST GAIN in
HOTEL and RESORT LINAGE of
any of the TOP 25 NEWSPAPERS



Reach them before they go, in The Plain Dealer's EXCITING VACATION SECTIONS

Spring Vacation Section
April 9, 1961

Summer Vacation Preview
featuring the Civil War Centenial
May 7, 1961

Summer Vacation Section
June 11, 1961

Mid-Summer Vacation Section
July 16, 1961

Winter Vacation Preview
November 5, 1961

Winter Vacation Section
December 3, 1961

THEY READ...THEY GO

. . . that's why so many advertisers find it so profitable to be seen in the Plain Dealer. Here are the *facts:* the Plain Dealer's 27,134-line gain was the largest of any of the "Top 25" papers in 1960. The Plain Dealer goes to most of the Greater Clevelanders who have most of the money to spend. These affluent, on-the-go Clevelanders *believe* in the Plain Dealer . . . *believe* in Plain Dealer advertisers. So . . .

more travel advertisers
get results from Plain Dealer readers.
It's Ohio's largest Resort and Travel medium.

Cleveland PLAIN DEALER

Eastern Resort, Travel Representatives:
The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach, Fla. National Representative: Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.

Fostoria to Run Cover Gatefold in 'Bride's Magazine'

Fostoria Glass Co., Moundsville, W. Va., will run a cover gatefold in the summer issue of *Bride's Magazine*, New York, the first cover gatefold ever to run in the magazine. The Fostoria fashion festival will tie in locally with point of purchase contests offering brides the opportunity to win a fall wardrobe. A wardrobe of three dresses by designer Anne Klein of Junior Sophisticates will be awarded to three winners. Fuller & Smith & Ross, Cleveland, is handling the campaign.

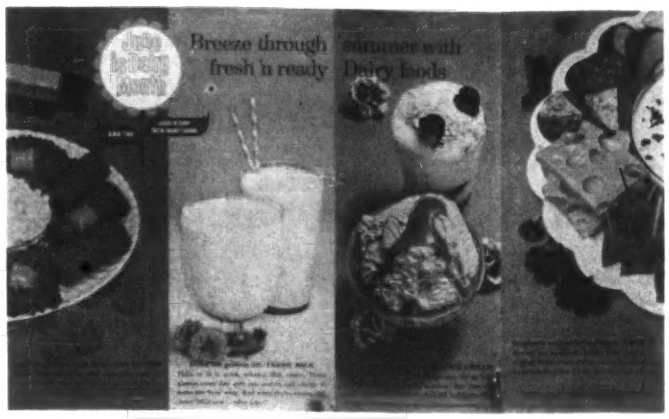
Progresso Forfeits Tv Ads

Progresso Italian Quality Foods, New York, relinquished its commercial announcements when it sponsored a one-hour Good Friday address by Bishop Fulton J. Sheen on WPIX, New York, March 31. Only mention of Progresso was a brief opening and closing announcement. Carlo Vinti Advertising is the agency.

*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis



DAIRY MONTH—*American Dairy Assn.'s June Dairy Month promotion will include this color spread in the June 10 issue of The Saturday Evening Post. Campbell-Mithun, Chicago, is the agency.*

Dairy Men Hone Ad Weapons for Cholesterol War

Budget Gets $908,000 Boost; 'Let Your Doc Prescribe,' Says Ad

CHICAGO, March 28—The American Dairy Assn. will intensify its efforts toward countering adverse publicity about the effects of cholesterol in dairy products.

Frank R. Neu, public relations director of ADA, told the association's 21st annual meeting, "Dairy men have no intention of letting the 'cholesterol crusaders' make wild prescriptions for the diets of the American people without being called to account for the damage they might do to the health of the American people."

Mr. Neu said that in addition to continuing its financial support of nutrition research, ADA will use both advertising and publicity to urge people "to go to their physicians for advice about health and diet, and not rely upon what they might read in food advertising which prescribes health treatments or what they might read in the mass media as reports on research."

■ An all-print ad on this topic is running in the March 27 issue of *U.S. News & World Report*, headlined: "For your health's sake . . . . let your doctor prescribe your medicine."

A few other similar ads may run in other publications in the next several months, Mr. Neu said, but ADA will wait for results of research being done to find out what effect recent adverse publicity has had on consumers before mapping out an extensive program.

The ADA also considered withdrawing its advertising schedule (a page every other month) from *Reader's Digest* because it was not informed in advance of two articles in the April issue, on cholesterol and milk prices, which were felt to be detrimental (AA, March 27). ADA had an ad in the same issue, and officials said they would have shifted it to another issue if they had known that the two articles were scheduled. A decision on the withdrawal is expected this week.

■ Mr. Neu urged the dairy men to "remind consumers often that milk contains a wide range of essential food nutrients for people of all ages," and added, "We are urging that food advertisers and the mass media look carefully at any efforts to 'prescribe medicine' indiscriminately."

The ADA meeting was also given details of the group's 25th annual June Dairy Month promotion, which will center around a color spread in the June 10 *Saturday Evening Post*, plus half-page ads in more than 150 daily newspapers. Among the publicity stunts the association is contemplating is one which would have each brand of dairy cattle represented on the White House lawn to commemorate the 350th anniversary of the first cow's arrival at Jamestown. A milking contest among top administration officials is also being considered.

■ E. B. Weiss, vp and director of special merchandising services of Doyle Dane Bernbach Inc., New York, and an ADVERTISING AGE columnist, told one ADA session that the fastest growing outlet for food today is not the food store, but the non-food outlet.

"The dairy industry may find it profitable to take a new look at who is selling food," he said. "The food store of the future will do little more than 20% of its dollar volume in food." Variety chains, department stores, discount stores and drug chains are growing outlets for food, he said.

■ The ADA revised upwards its 1961 advertising and merchandising budget to $4,908,000. A budget of $4,000,000 was previously announced (AA, Oct. 3, '60). Campbell-Mithun is the ADA agency. #

Friendly Transfers Kline

Gene Kline, formerly assistant general manager in charge of sales of Friendly Stations WBOY and WBOY-TV, Clarksburg, W. Va., has been recalled to the Steubenville, O., headquarters of the Friendly Group for special assignments.

Certified Grocers Sets Drive for Its Country's Delight Line

CHICAGO, March 28—Country's Delight milk products division of Certified Grocers of Illinois will spend an estimated $100,000 on a Chicago area promotion centering around a "Captain Kangaroo Kid Concert" on WBBM-TV May 14.

In addition to sponsoring the show, the milk supplier will run a sweepstakes, offering tickets to the taping of the show May 7.

Promotion of the show and the contest will include six weeks of spot commercials on WBBM-TV, 145 radio spots per week on all major Chicago stations, a No. 100 outdoor showing of 24-sheet posters, and portions of six Certified food spreads in the *Chicago Daily News*. The company will also buy time on a moving bulletin in the Loop, and some 4,000,000 milk cartons will promote the contest and show, as will a variety of in-store materials.

Tobias, O'Neil & Gallay has been appointed to handle the display, radio, and tv part of the campaign; outdoor and newspaper advertising is being placed direct. #

AB-PT 1960 Earnings Up 31%: ABC Reports Record Income

American Broadcasting-Paramount Theaters, New York, reported a record gross income of $334,437,000 for 1960, representing an increase of 16% over the $287,957,000 for 1959. Net operating earnings were $10,475,000 for 1960, a boost of 31% over the $7,967,000 of the previous year. Consolidated earnings, including capital gains, rose to $11,817,000 from the $8,154,000 for 1959.

The ABC division, which includes the tv and radio networks and owned stations, showed a record income of $222,439,000, as against $172,469,000 for 1959. The drop in income for the theater division from $91,139,000 in 1959 to $86,281,000 last year was attributed by AB-PT to the "progressive disposition of marginal theater properties" and to the shortage of pictures caused by the Hollywood strike. At the end of 1960, AB-PT had interests in 472 theaters after divesting itself of 28 and acquiring two during the year. Merchandise sales and other income, including sales of Am-Par Records, rose to $25,717,000 from $24,349,000 in 1959.

Print, TV Push Set for Amsco

American Sponge & Chemicals Co., Wallingford, Conn., will advertise its Amsco sponge cloth in magazines, newspapers and tv this spring. A full-page ad is scheduled in the April *McCall's* plus newspaper insertions in 17 markets. Starting in mid-March, tv spots in 10 markets will be coordinated with the print campaign. Daniel & Charles, New York, is the agency.

"Neither a BEAR nor a BULL Be"

► The shrewd investor never tries to guess the extreme top or bottom. He is neither Bear nor Bull. He thinks in terms of the *future value of each stock* and ignores temporary ups and downs of the market. Right now, he is buying stocks that, in our opinion, are *priced below their future value* . . . stocks such as these in Standard & Poor's famous Master List:

18 Stocks for Safety and Income
30 Stocks for Capital Gain and Income
21 Growth Stocks

$1 If you have extra cash that should be invested, go right ahead and buy one or more of these stocks *NOW*. We have every confidence that these stocks will make good investments for you over the long term. So send $1 with this ad (or simply mention this ad), your name, address for this Master List of stocks. And we will also send you, at no extra cost, 4 complete weekly editions of The OUTLOOK, containing S & P's buy, hold, sell and switch recommendations (a $6 value for $1!) New readers only, subscribers covered.

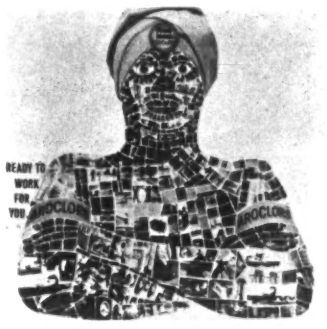
STANDARD & POOR'S
Faithfully serving investors for 101 years
345 Hudson Street, New York 14, N. Y. A880-212

STANDARD (FIRST CLASS) 24 SHEET
POSTER PLANT FOR SALE

The top-rated and mantained 24-sheet standard poster panel facilities operated by Industrial Manufacturing Company in the Greater Metropolitan Kansas City, Missouri; Kansas City, Kansas; and Independence, Missouri area will be sold to adjust tax and estate situations.
The complete purchase price will be subject to depreciation. Long term debt financing can be arranged.
Brochure describing details will be mailed to responsible principals upon request.

ADDRESS: HOWARD J. STALCUP P.O. BOX 5829 KANSAS CITY, MO.

MEMBERS OUTDOOR ADVERTISING ASSOCIATION OF AMERICA.



REAL BLEED—*Monsanto's chopped-off copy ad conveys idea of "limitless versatility."*

Monsanto's 'Bleed Copy' Whets Interest but Worries Media

ST. LOUIS, March 28—Monsanto Chemical Co. has uncorked a real genie for its Aroclor compounds.

Dreamed up and chopped up by Gardner Advertising, Monsanto's "genie of 1,001 engineering feats" caused a good deal of confusion when first scheduled in *Industrial Research, Product Engineering, Mechanical Engineering* and *Machine Design.*

The company said it was the first ad deliberately planned to bleed—to have chopped copy, a lopped-off signature and a hacked coupon. In the end, the ad left just enough information to tantalize fact-hungry industrial research men.

"Monsanto is not only amused, but also gratified with the quality and quantity of the inquiries attached thus far," a company man said.

The genie will pop up again next month in *Industrial Research* and *Product Engineering* and in the May *Industrial Bulletin.*

■ The words and "mosaic" in the artwork, Monsanto said, were "intended to convey a single, compelling idea—limitless versatility." Yet several publication production managers failed to see the point. Two insisted that "we just can't make your plate fit."

Space representatives reportedly went so far as to point out the ad as an example of their competitor's "inept printing." #

Bromo-Seltzer Keeps Ads Down

Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., will take only one minute for a commercial message each week on the 15-minute "Sunday News Finals" on WABC-TV at 11 p.m. (EST), which it began sponsoring March 26. The commercial time, which is for Bromo-Seltzer, was limited to make more room for news, the company said. The National Assn. of Broadcasters' television code permits three minutes of commercial time within a 15-minute program. Batten, Barton, Durstine & Osborn is the agency for Bromo-Seltzer.

Andorka Joins Ludgin

Julian G. Andorka has joined Earle Ludgin & Co., Chicago, as director of research. Dr. Andorka was formerly with Foote, Cone & Belding as director of research of the Canadian company and senior marketing research supervisor in Chicago.

EWRR Adds 4 Accounts

Erwin Wasey, Ruthrauff & Ryan, London, has been named to handle advertising for Sifto flour, S.C. Johnson & Son's shoe polish, W. A. Sheaffer Pen Co. and the Irish Development Commission.

Portland Auto Dealer Groups Set Up Advertising Code

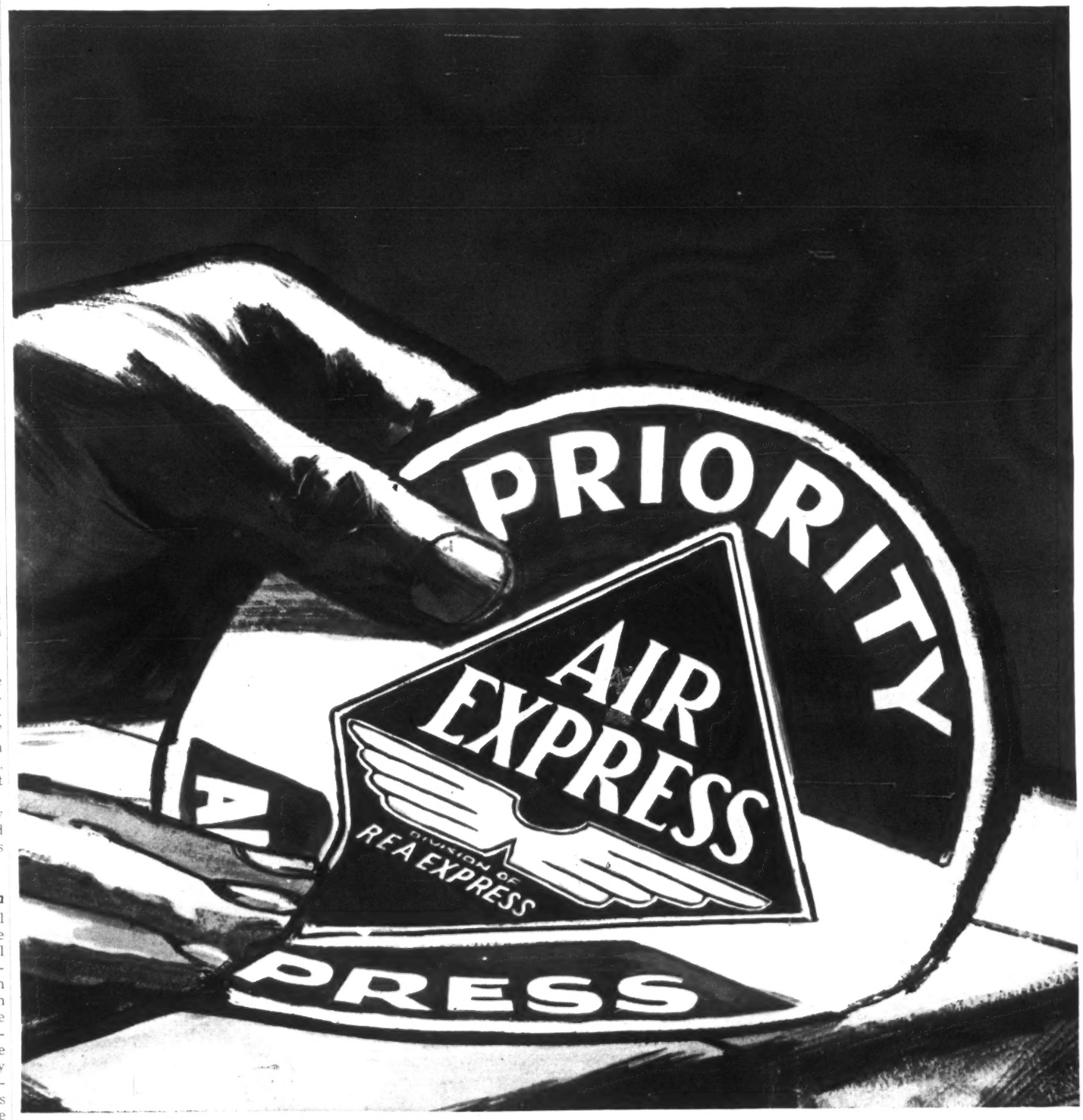
The Automobile Dealers Assn. of Portland and the Oregon Independent Automobile Dealers Assn., in conjunction with the Portland Better Business Bureau, have set up a new code of automobile advertising, intended as a guide to advertising which is accurate, truthful and free from deception. Most of the Portland area new and used car dealers have subscribed to the code.

Haluza Adds Account

Airport/Services Management, Minneapolis, has appointed Paul Haluza Associates, New York, representative in the New England states, New York, eastern Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia.

'Fortune' Names Henry Luce III

Henry Luce III, previously with the circulation department of *Time,* has moved to *Fortune,* New York, as assistant to Ralph D. Paine Jr., publisher. Mr. Luce will direct new product development such as the magazine's "Plant & Product Directory."



Only this label can assure you of AIR EXPRESS priority service

Let's clear up a frequent misunderstanding: AIR EXPRESS is not a general term for all air cargo. It's a specific air-ground shipping service: AIR EXPRESS Division of R E A Express. Many businessmen learn this the hard way. They assume that the famous AIR EXPRESS advantages of jet speed and door-to-door service apply to all air shipping companies. It just isn't so. There's only one way to be sure your shipment is first on, first off, first there—via all 35 scheduled U. S. airlines. Or gets kid-glove handling throughout the U. S. and Canada. And that's to be sure it gets this label. If it doesn't . . . it's not AIR EXPRESS.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

EN GARDE—*Ham Cochran is shown holding a 1743 cutlass, the oldest in his collection of historic artifacts.*

Versatile Adman . Hamilton Cochran

Hamilton Cochran, manager of advertising of Curtis Circulation Co., has completed a 30,000-word manuscript on piracy. His interest in piracy is not entirely an avocation, since American Heritage plans to publish the manuscript in book form, titled "Piracy in the Western World," as part of The American Heritage Junior Library, a series of books for young people between the ages of 10 and 15 on subjects of historical significance.

Because of Mr. Cochran's versatility as a writer of historic novels, travel books, juvenile books and for such magazines as Curtis' own *Saturday Evening Post* and for *Esquire*, he was selected to undertake the book on piracy.

It was not a difficult assignment for Ham, since he has a unique collection of old maps, prints and pirate relics such as cutlasses, pistols and treasure chests. Collecting relics on piracy has been a longtime hobby of his, and American Heritage plans to use part of his collection to illustrate the book, which is scheduled for publication sometime in 1961.

■ Writing on various subjects is a longtime extra curriculum activity for Mr. Cochran. The piracy book is his second major effort at non-fiction writing. His "Blockade Runners of the Confederacy" was published in 1958.

Except for a six-year stint as commissioner of public welfare of the Virgin Islands, Mr. Cochran has spent virtually his entire adult career in the publishing or advertising business. Following his graduation from the University of Michigan in 1922, he became a salesman for Ronald Press and a year later became editor of the Glass Container Assn.'s magazine.

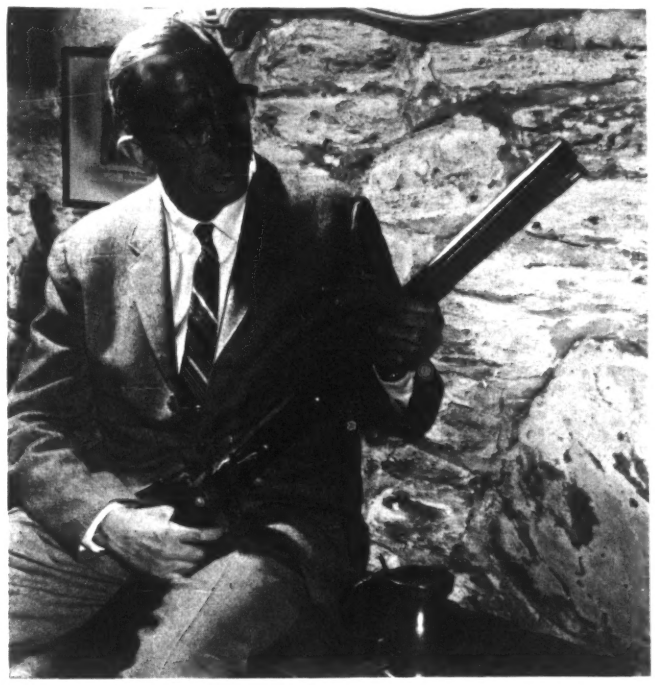
PIECES OF 8—*Adman Cochran examines one of the Spanish dollars he keeps in a 16th century money box. The one he holds is dated 1652.*

In 1934 he became a copywriter and account executive with the old Redfield, Fisher & Wallace Advertising Agency, in New York, and in 1926 joined Southack & Ball, New York investment house, as advertising manager. From 1928 to 1931 he was manager of the creative department of Case-Hoyt Corp., Rochester, N. Y., direct mail company.

■ He joined the ad department of Standard Oil Co. (New Jersey) in 1934 and six years later became associated in an advertising capacity with R. H. Donnelley Corp. In 1944 he became manager of the automotive division of *The Saturday Evening Post* and took over his present post almost exactly a year ago—April 1, 1960.

A native of Philadelphia, Mr. Cochran lives in Wallingford, Pa.

TREASURE CHEST—*Mr. Cochran likes to think that this massive chest, which weighs 200 lbs. when empty, was once filled with pirate booty. The chest was made in about 1700.*



WEAPON—*Mr. Cochran holds an old flintlock blunderbuss.*

MEANWHILE—*Back at his office at Curtis Circulation Co., Mr. Cochran appears very unpiratical.*

IRS Delays Action on Union Carbide's Beer Concentrate

WASHINGTON, March 28—Concerted opposition from the brewing industry has resulted in a promise to put off until later this year any action on Internal Revenue Service rules which would clear the way for a new beer "concentrate."

The product, developed by Union Carbide, would be marketed to brewers, who would "reconstitute" the concentrate, and sell it through normal trade channels.

At an Internal Revenue Service hearing last week, R. E. Cornwall, president, Union Carbide Development Corp., told IRS how the new process was tested in cooperation with Miller Brewing Co., Milwaukee, over a period dating back to 1954. A process similar to the method used for concentrated orange juice was used to concentrate the beer; then it was stored, and subsequently reconstituted.

■ The major advantage of the product, according to Mr. Cornwall, is that the reconstituted beer has "greater shelf stability" than ordinary beer. As a result, it was argued, brewers can safely build inventories of "fresh beer," and avoid seasonal ups and downs in operations and employment.

The reconstituted beer has the identical flavor and aroma as other beer, the Union Carbide witness testified. When it was submitted to a panel of expert beer tasters, half of them couldn't tell the difference, he said.

Union Carbide's effort to get IRS approval for the product hit a solid wall of opposition from brewing associations, brewers and brewery labor. All asked more time to study the probable impact of the new product on the industry. Spokesmen for the Brewers Assn. of America expressed fear it would have a serious impact on small and regional breweries.

IRS decided to get more testimony from the brewers Sept. 6. #

Whitebrook Heads Miami Club

Charles H. Whitebrook, vp of Bishopric/Green/Fielden, Miami, has been named president of the Advertising Club of Greater Miami for 1961-62. He previously was president in 1959-'60. Last month the club selected him as its Advertising Personality of the Year, particularly for originating "Advertising/Miami," an annual directory.

Official Sells Four Series

Official Films, New York, will syndicate a new series of half-hour documentaries on Africa, planned for showing once per month. Also being offered by Official are three series utilizing the company's recently acquired Paramount Newsreel Library. They include a series of 26 one-hour documentaries on famous people and on such topics as sports and crime, scheduled for April release; a group of 39 half-hours about explorers, adventurers and sports figures, being prepared for fall; and a series of 260 five-minute shows, "Humor in the News," based on humorous moments in history, slated for June.

National Dairy Sales Up

National Dairy Products Corp., New York, reported 1960 sales of $1.67 billion and net profit of $50,667,000, equal to $3.59 per share. This is up from the 1959 sales of $1.6 billion and earnings of $49,362,000, equal to $3.51 per share.

Peter Kuker Joins Q-Tips

Peter Kuker, formerly sales promotion manager of Whitehall Laboratories, has joined Q-Tips Inc., Long Island City, N. Y., as promotion manager.

Dairy Dan Names Lang

Gerhard Lang, formerly with Ken White Associates, Westwood, N. J., has been named national advertising director of Dairy Dan, Wilkes-Barre, Pa., mobile soft ice cream company. It is planning a consumer campaign, to be concentrated in dailies and weekly newspapers.

Farrell Joins Midland

Midland Capital Corp., New York, has appointed Wesley H. Farrell director of marketing, a new post. Mr. Farrell formerly was an account supervisor of Marstellar, Rickard, Gebhardt & Reed.

Gould, Brown Adds Seco

Seco Electronics, Minneapolis, manufacturer of specialized electronic test equipment, has appointed Gould, Brown & Bickett, Minneapolis, to handle its advertising.

Association Test: Attitudes Toward 5 Media

(Source: Louis Cheskin Associates)

Medium	No. Favorable	% Favorable	No. Unfavorable	% Unfavorable	Total ('Impact')
Television	24,954	55	20,041	45	44,995
Radio	7,603	32	16,383	68	23,986
Newspaper	19,037	73	7,119	27	26,156
Magazine	19,720	75	6,722	25	26,442
Outdoor	4,563	20	18,684	80	23,247

Louis Cheskin Associates, Chicago, used a sample of 3,374 men and 3,287 women in its third media attitudes survey, conducted during January, 1961. The table above shows number and percentages of favorable and unfavorable "associations" of the respondents, who were given nine favorable and nine unfavorable adjectives to indicate their feelings toward the five media. According to Cheskin Associates, the total response to each of the media "reveals the impact of each of the media."

Jersey Standard Is Happy with Quality Audience of 'Kings'

NEW YORK, March 28—Standard Oil of New Jersey feels that it is reaching precisely the audience it set out to win with its corporate sponsorship of the "Age of Kings" on WNEW-TV, New York, and WTTG, Washington.

Although the 15-week series of Shakespearean plays has never received higher than an 8.3 Arbitron rating, C. A. Lamb, the company's tv and films supervisor, feels its selective, intellectual viewers are the proper audience for a soft sell (AA, Feb. 20).

The 75-minute show has averaged a 4.9 rating for its Tuesday night New York telecast in the first 11 weeks, with only a 1.7 average on its Sunday night repeats. Although Standard Oil has no rating figures available for its Washington telecasts, Mr. Lamb believes the show reaches about 600,000 homes each week in that city.

Actually the company had hoped for larger audiences, but is satisfied with its quality. Judging from the mail, viewers include students, teachers, professors, lawyers, doctors, dentists and other professional people. Before the series was started Jan. 10, Standard Oil had issued a program guide of the show's background and players to high schools and colleges in New York and Washington.

■ The filmed series was produced by the BBC and presented in England last year.

The "Age of Kings" has been reaching an even more selective audience than "Play of the Week," which the oil company carried in New York and Washington last year to build its corporate image, Mr. Lamb said.

"We have other programs where we try to sell products," Mr. Lamb explained, pointing out that in cooperation with its subsidiary, Esso, the company sponsors daily news telecasts in about 32 cities. Esso also promotes its products on ABC's football telecasts.

The agency for Standard of New Jersey is McCann-Erickson. ≠

'Dallas Times Herald' Brings Out Weekly 'Sampler'

The *Dallas Sampler*, a new weekly publication published by the *Dallas Times Herald*, made its debut March 15. An estimated 75,000 copies of the *Sampler* will be delivered each Wednesday to nonsubscribers of the *Times Herald*.

Ads will be carried in the *Sampler* only if they are simultaneously ordered in the *Times Herald* during the same week. Retail advertisers in the *Sampler* are charged 50% of their earned 1960 rate, and general advertisers will pay 75¢ per line for the *Times Herald* and the *Sampler*. The *Sampler* will contain columns and features from the *Times Herald*.

Gene Rea Joins Buitoni

Gene Rea, with *Il Progreso Italo-Americano*, Italian language newspaper in New York, for 22 years, has joined Buitoni Foods Corp., New York, as a vp in charge of marketing, a new post.

Swan Liquid Goes National

Swan Liquid, a pink light duty liquid detergent placed in test markets more than a year ago, is being introduced nationally by Lever Bros. Co., New York. A television campaign will highlight the theme, "Washes the last greasy pan as clean as the first glass."

Woody says: Beat out big sales in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's sales producing advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

Juvenile Decency

The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families — the cream of the mass market.

Make The Mirror a MUST!

MEET THE WOMAN IN THE TEAM AT THE TOP!

"My secretary, Mrs. Teresa Super, is one of my key consultants," says J. W. McDonald, Financial Vice President, W. A. Sheaffer Pen Co., Fort Madison, Iowa. "She's especially important in our choice of office equipment and supplies, and she always demands quality and good performance."

In most business firms, the secretary has a great deal of influence in the selection of equipment for the office. Because she looks for the best in performance, she's always on the alert for new ideas and new products in the office field. Many thousands of secretaries look for this information in the editorial pages—and in the advertising pages—of TODAY'S SECRETARY. If you advertise typewriters, office machines, filing equipment, office furniture or supplies, be sure you sell America's secretaries through TODAY'S SECRETARY, their own magazine. Your advertising in TODAY'S SECRETARY reaches 151,000 subscribers (ABC-audited), plus 345,000 additional pass-along readers monthly. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

ABC AUDITED PAID CIRCULATION

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Henry Mayers' Article on U. S. Propaganda Needs Draws Lively Reader Response

To the Editor: Congratulations on "U.S. Propaganda Needs a New Frontier" by Henry Mayers (AA, March 20).

It is a subject which, I am sure, receives much thought from all advertising men.

We need effective communications in the United Nations and on the critical frontiers of the free world.

How could the Soviet bloc make any progress in the UN if our representatives constantly and aggressively faced them with demands for free, UN-supervised elections in Hungary? . . . In place of sitting back and attempting to stamp out brush fires. How could communism make progress south of the border if free movies were shown depicting Soviet terror in Hungary, the condition of East Berlin vs. West Berlin, the exposure of basic communist ideas, etc.

In place of an imaginative, hard-hitting assault on the minds of the people and their leaders, we substitute the trite format of embassy cocktail parties and million dollar handouts.

Instead of devising ways to legislate the advertising business, Washington ought to remove these critical problems from the hands of amateurs and hire a good advertising agency to prepare the necessary materials and get the job done.

Please forward a half dozen copies of Mr. Mayers' article for distribution to the boys in Washington.

Jack Walsh,
D. P. Brother & Co., Detroit.

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To the Editor: . . . I would like to take you up on your offer of copies of this discussion and would appreciate receiving five copies at your convenience. One of my responsibilities at Ted Bates is the direction of our yearly Radio Free Europe campaigns for the Advertising Council. Accordingly, this is of particular interest to us.

Allen D. Patterson,
Ted Bates & Co., New York.

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To the Editor: Methinks Advertising Age long will be remembered and thanked over and over again for publishing "U.S. Propaganda Needs a 'New Frontier'," as will Mr. Henry Mayers for writing the article . . .

Budd Gore,
Director of Publicity and Public Relations, L. S. Ayres & Co., Indianapolis.

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To the Editor: . . . I am going to suggest to Jim Proud and Chick Collier that the implications of this article might suggest a new and vigorous *positive* activity on the part of AFA and AAW in offering a "task force" to help Ed Murrow.

I am no Murrow fan because he and I are poles apart politically. Overcoming prejudice, I do believe Murrow has the ability and standing to get this job done—and he could well use the help of top advertising men—if he was so disposed . . .

Tom McHale,
Dallas Chamber of Commerce.

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To the Editor: I have just finished reading Mr. Mayers' excellent article of the U. S. need for propaganda. While I do not agree entirely with some of your comments—for example, those favorable comments on Ed Murrow—I do agree that the U. S. has done an extremely poor job of propaganda . . .

Roland O. Wetzel,
Publicity Manager, Associates Investment Co., South Bend.

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University of Wisconsin Preserves Ad Documents

To the Editor: Let me as an advertising professor offer a strong second to your editorial plea for advertising leaders to record their philosophies and activities and to make them available to historical researchers (AA, March 6).

I might add that we are making a special attempt here at the University of Wisconsin to pull together such material. Our Mass Communications History Center has the facilities and personnel to handle and process material of this sort, and we have been fortunate enough to obtain valuable papers from a good many advertising leaders. A number of others have promised us their papers when they have finished using them.

Some who are wary of disclosing confidential information have been willing to let us have their files under the proviso that they be kept under lock and key for an agreed-upon number of years.

S. Watson Dunn,
Professor of Journalism & Marketing, University of Wisconsin, Madison.

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Mobilgas Ad in Bates Manner Didn't Tickle His Funny Bone

To the Editor: Like other Advertising Age readers I have been diverted, then amazed, and now rather indignant over what you call "The Voice of the Advertiser." One hopes this stays in the family. If it should fall into outside hands, the public would be more than ever convinced that those Madison Ave. cracks are only too true. Or, simply re-name this section "Tremendous Trifles," "Much Ado About Nothing" or "Idiot's Delight."

My feeling up to now has been what the heck, let the chronic grammar-purists, finger-pointers and amateur experts have their say. They subscribe. After all, those who have been around have known clients who make some of these letter writers look almost smart.

But for you—who supposedly have the good of the advertising business at heart—to print in your March 20 issue the crude and tasteless "Mobilgas ad done in the Bates manner," signed Name Withheld by Request, is nothing less than shocking.

To poke ridicule at Rosser Reeves' book is to score a new all-time high in advertising ignorance. One can hardly blame the perpetrator of this excrescence not to want his name known. Perhaps Name Withheld has written a book himself?

Please convey to this person a direct question: "How would you sell Mobilgas in an ad?" Go ahead, mister, show us. You might get a job with Ted Bates.

Weston Hill,
Westport, Conn.

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Dictaphone Is a Registered Trademark

To the Editor: Along with all the advantages of having a world-famed trademark there is one problem: Misusage in the press.

An example of this appeared in your Feb. 27 issue in a short piece about Busskamp & Koch. Listed among this agency's clients was: "Olympia dictaphones."

As you know, there are no such things as "dictaphones." There are *Dictaphone* dictating machines and many others less well known.

A registered trademark like ours must always be used as a capitalized adjective applied to the proper descriptive term (such as dictating machine, recording machine, etc.) . . .

A. Donald Brice,
Vice-President, Advertising and Public Relations, Dictaphone Corp., New York.

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A Few Questions on Outdoor Ratings, and Some Clarification

To the Editor: On Page 10 of Advertising Age, Feb. 20, there is a series of three outdoor posters. The copy at the bottom of these three posters gives the "Copy Performance Index" for these three posters. In addition, the Copy Performance Index is also given for several other posters apparently studied by the Starch organization at the same time.

Will you please explain how the Copy Performance Index is arrived at? How does this index differ from such factors as "Scene Associated Score"; "Noted Score"; "The Read Most Score," which were used in the past to evaluate outdoor posters.

Thank you for your co-operation.

E. H. O'Neil,
Market Research Supervisor, National Advertising Co., Bedford Park, Ill.

In order to get a complete answer to Mr. O'Neil's question, we forwarded it to Ted W. Lord, vp of Daniel Starch & Staff. His answer follows below:

To the Editor: There is no "Noted," "Seen-Associated" and "Read-Most" score on outdoor. In our regular report we show four tables:

1. The actual per cent of people who remembered the poster, which included both those who could recall it from memory plus the aided recall. This score would probably be defined as being closest to "Seen-Associated" scores.

2. The second table shows those who could recall the poster from memory: They could describe the illustration, the copy or both in a manner that indicated they had definitely seen it. This would probably come closest to "Read-Most" scores. It is difficult to make exact comparisons between two such different forms of advertising.

3. This table is called "Campaign Awareness." It represents people who did not necessarily remember the poster being studied, but were aware of the advertiser's outdoor campaign.

4. Here we show a "Copy Performance" table. As you know, outdoor advertising is bought in different units of space. In most markets a 100 showing represents double the number of units in a 50 showing. For instance, if 168 posters represented a 100 showing in a market, 84 posters would represent a 50 showing.

A 100 showing does not produce double the readership of a 50 showing. However, we have accumulated sufficient data to provide average readership scores for the various size showings: 25, 50, 75, 100, etc. Therefore, to make comparisons on a "Copy Performance" base, we adjust all scores to the readership that would have resulted had a uniform 100 showing been used in all markets. It is these adjusted scores that we show in the Advertising Age top ten poster listings.

Ted W. Lord,
Vice-President, Daniel Starch & Staff, Mamaroneck, N.Y.

• • •

He Feels Dictionary Plus Boxing Gloves Might Help C.M.

To the Editor: Re: Creative Man's March 13 column.

All is confusion indeed.

According to dictionaries I have checked *whisky* and *ageing* are spelled w-h-i-s-k-y and a-g-e-i-n-g.

While on the subject of dictionaries it would be a good idea if he obtained one for his use. Perhaps it would help although I feel the only thing that will help him is the wearing of boxing gloves.

Week after week he continues to amaze me with his bombing runs on good copy. With the large amount of bad copy about he should be able to fill his box every week without resorting to "pepper picking."

A rabid reader.

Tom Obradovic,
Brooklyn.

•

To the Editor: Now that Creative Man brings the whisky/whiskey issue up a second time, I'd like to suggest that he buy himself a reliable dictionary, and use it.

Grant's agency, so far as every dictionary I know of is concerned, is not only correct but also using the perferred form in advertising "whisky." "Whiskey" is invariably listed as a second or alternate spelling.

"Ageing" is acceptable if not preferred. (For my money, it's far clearer.) If you have a beef, it's for a lack of consistency.

I do agree with you that the campaign is lousy (lousey?).

Jack Anspaugh,
Ellington & Co., New York.

• • •

He Goes to Bat for Beatnik Ad

To the Editor: Creative Man's Corner needs new second in it. Beatnik nuttiest piece of pure

BETWEEN MEALS . . . *get that refreshing new feeling with Coke!*

bottled under authority of The Coca-Cola Company by
COCA-COLA BOTTLING CO.
Cape Girardeau, Mo.

Coca-Cola Ad Gives Him the Wrong First Impression

To the Editor: In a glass or down the drain?

The Coca-Cola advertisement in the Feb. 23 issue of the *Capaha Arrow*, student publication of the Southeast Missouri State College at Cape Girardeau, Mo., gives the impression from its illustration that a bottle of "coke" is being emptied into a garbage disposal.

If first impressions are lasting impressions, one gets a strong first impression that the bottle is being held perpendicularly, strengthening the feeling the bottle is being emptied, not poured out for that "refreshing new feeling with Coke."

Albert Karsch,
Advertising Manager, *News*, Farmington, Mo.

Rootes Group Ad and 'Chemical Week' Ad Similar

To the Editor: Having seen the advertisement for *Chemical Week* in your issue of Feb. 20, I thought it might amuse you to see an advertisement which we have been running in Great Britain on behalf of our clients, the Rootes Group, for the last two months.

R. H. Mason,
Basil Butler Co., London.

SELLING PSYCHOLOGY SEEN SINCE SPUTNIK. MEDIA SELECTION GREAT IF YOU CONSIDER THE SELLING PSYCHOLOGY, SINCE IT'S VIRTUALLY IMPOSSIBLE TO RATIONALIZE A MAN INTO WEARING A HAT IF HE DOESN'T WANT TO. YOU CANNOT APPROACH HIM ON BASIS OF WHAT HE THINKS BUT ON WHAT HE THINKS OTHERS MAY BE THINKING. HIS SUPERIORS, FOR INSTANCE. DON'T KNOW ADVERTISER'S AGENCY, BUT YOU OWE IT A TIP OF YOUR HAT.

Ford Stephens,
Executive Vice-President, Brand-Stephens & Wreden, Salem, Va.

Leo Burnett Co. created the ad.

• • •

Wasteful Hiring by Agencies Is Root of Mass Firings, He Says

To the Editor: "Fun & Frolic in Adland" (AA, March 13), your recent editorial, began on a worth while note and then fell away from the cogent issue.

I'm in full agreement that mass firing caused by account shifts is a valid and severe criticism directed at ad agencies. However, I feel that your diagnosis and suggested cure for this situation is unimaginative and may perhaps encourage mediocrity.

When accounts hire new agencies they acquire an organization of new personalities. The account actually seeks this—new personnel, free from the established systems and procedures that develop all too quickly among second echelon people.

Furthermore, new staffs may manipulate, through their ingenuity, the routine operation more efficiently than their predecessors at the former agency; also, a new staff is free, no outside biases brought to the agency by former employes on the account, to discover the personalities of it's client. It adds up to a sharp, alert agency operation keyed to success.

I call your attention to another fundamental point. *Agencies should be more selective and intelligent in their hiring practices.*

Prospective employes should be capable of handling *several* functions for a number and variety of accounts. If agencies stopped pinpoint hiring for "X" account, they wouldn't be forced to fire employes when "X" account leaves.

My final point is this: Ad agencies don't part with their valuable people, no matter how the account goes! In many cases they use account losses as an excuse to lighten their payrolls, weed out the people who just haven't worked out and dismiss people they hired for that one account. To stop account-loss firing, you must first control wasteful hiring.

Bruce Weyne,
Spiegel Inc., New York.

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To the Editor: Congratulations on your editorial "Fun and Frolic in Adland" in the March 13 issue. I for one, having experienced an "at liberty period," am in complete sympathy with the view you expressed.

However, I wonder if you have thought about the many times that a major account changes agencies and the new agency promptly hires the top ranking man from the old agency.

One can argue that some continuity is necessary at the management level as well as on the second echelon, but if the client was so dissatisfied with the policies of the previous agency, why then continue to go along with the man most responsible for establishing these policies?

Many of us in the business look forward to the day when advertising will attain the status of a profession. To reach this level requires that a client accept the counsel of his advertising advisor with the same respect he accords advice received from lawyers or accountants.

The fact that these same clients often tolerate (or encourage) their principal agency representative to move their account indicates that more often than not the personal relationship is more important than the professional aspects of the service rendered.

I grant that this is human nature and that not much can be done about it.

It does point up, however, the problem posed by a management that has so little understanding of the advertising/marketing function that they continue to entrust it to the very person most responsible for their disenchantment with the incumbent agency.

Then, as an afterthought, the "second echelon" human beings whose collective efforts have helped the front man to establish himself with the client are dumped into the waiting hands of the personnel agencies.

Perhaps it will ever be thus but I for one look forward to a more mature day when client-agency relationships are noted for longevity and mutual recognition of the contribution each makes to the other's success.

Edward E. Van Horn,
Vice-President, Smith, Hagel & Knudsen, New York.

• • •

Texas Auto Dealer's Ad Shows Confidence in U.S. Economy

To the Editor: I am enclosing a tear-sheet of an advertisement which appeared in the Sunday, March 12 issue of the *Tyler Courier-Times-Telegraph* . . .

Mr. Holley is the Chrysler, Plymouth, Dodge, Imperial and Valiant dealer here in Tyler . . .

This advertisement has caused considerable comment among retailers and other merchants here in Tyler. It has, in fact, directly caused the placement by other business leaders of advertising in the newspaper expressing their confidence in the growth of the U.S. economy and Tyler in particular, the current administration's alarm notwithstanding . . .

Don E. Schultz,
Advertising Manager, T. B. Butler Publishing Co., Tyler, Texas.

Dr. Scholl's Small-Space Ads Hit People as Troubles Come

To the Editor: We at Dr. Scholl's appreciate James D. Woolf's story on Dr. Scholl's advertising formula, appearing in the Feb. 6 ADVERTISING AGE. I particularly enjoyed it because I spoke at length at all our sales meetings last December, explaining to our men the reason for using small space. Mr. Woolf's story is so much like mine, one would think you either wrote my talk, or were present when it was given.

Another reason for our using small space is that foot troubles are developing daily, and we want to tell our story to these people at the time the foot troubles are present.

I like Mr. Woolf's story so well that I am taking the liberty of reproducing it and sending it to all our salesmen.

J. A. Wagner,
Vice-President, Director of Advertising, Scholl Mfg. Co., Chicago.

INSIDE SOLID CINCINNATI:

"Well, after all, these Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family!"

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

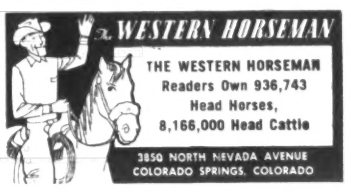
Represented by Moloney, Regan & Schmitt, Inc.

Magikist Sponsors Cubs Games

Magikist Kiss of Beauty Services & Products, Chicago, has purchased a one-sixth sponsorship of Chicago Cubs baseball broadcasts on WGN-Radio. It is the first venture for Magikist in the sports field. D. A. Greenwood Advertising Agency, Cicero, is the agency.

Quick Way Names Boccard

Quick Way Truck Shovel Co., Denver, has appointed Boccard, Dunshee & Jacobsen as its agency, succeeding Galen E. Broyles Co.



Carling to Sponsor 52-Week TV Sports Series on CBC

TORONTO, March 28—The Canadian Broadcasting Corp. and Carling Breweries Ltd. have announced that an agreement has been reached for televising the "largest sports package" ever arranged for Canadian television viewers.

Negotiations apparently have been going on for nearly a year.

The 52-week series, to be called "World of Sport," will begin Saturday, April 8. Many of the world's top sporting events will be seen by Canadian viewers from coast to coast on the CBC English television network.

Events to be carried from the U.S. networks include the U.S. triple crown of horse racing—Preakness, Belmont Stakes and Kentucky Derby; major league baseball games on Saturdays during the spring and summer; National Football League games on Sunday afternoons, and the NFL final.

■ Other outstanding Canadian and world sporting events will be an important part of the series, and details will be announced when arrangements are completed. Plans to broadcast similar programs on the French television network are currently being considered.

Two advertising agencies worked with Carling throughout negotiations—F. H. Hayhurst Co., which handles Black Label lager, and McKim Advertising Ltd., which handles Red Cap ale.

It is understood that Carling will sponsor all half-hour shows in the series, but co-sponsor longer shows. The Carling part of the package is reported to be well over $500,000. It is Hayhurst's job to deal with the CBC; McKim deals with U.S. networks. #

FINALLY A MISS—*Miss DuBarry, 1961, chosen to represent the DuBarry division of Steinberg Bros., New York, glovemaker, is supposed to be saying, "When I wear household gloves by DuBarry, it's like having an extra pair of hands."*

FTC Starts Probe 'By Mail' of 23 Photo Companies

WASHINGTON, March 29—An "investigate-by-mail" net descended on 23 manufacturers, importers and distributors of photographic equipment last week, as the Federal Trade Commission moved to force a showdown on the industry's price advertising.

Each company is required to provide sworn statements showing the prices charged for each item of equipment in 1960, and the three most important items sold through retail dealers in Chicago, Philadelphia and Washington. In the second stage of the investigation, FTC intends to require retailers in the three cities to report the prices they charged for these items of photographic equipment in 1960.

■ The two-stage probe is supposed to clear the way for a showdown in the dispute which has raged for several months between the commission and the industry over alleged use of fictitious pricing. At a meeting with FTC's bureau of consultation, industry members claimed prices listed in their catalogs were normal selling prices. The new survey is expected to settle the issue. #

'Look' Ups Price to 25¢

Look's newsstand price will be raised from 20¢ to 25¢ effective with the May 9 issue. Subscription prices also will increase on that day. *Look* has been sold at 20¢ a copy since Aug. 6, 1957.

Genisco Names Winters

Genisco Inc., Los Angeles, manufacturer of electronic instruments, has appointed Curtis Winters Co., West Los Angeles, to handle its advertising.

White Joins 'American Weekly'

William J. White, formerly with Macfadden's True Story Women's Group, has joined the sales staff of *The American Weekly*.

Market Research Corp. Offers New Store Audit Setup

WASHINGTON, March 28—A new research service which can pinpoint differences in share of market on a market-by-market daily basis, was outlined last week to the American Marketing Assn. by Wayne Lee, of Market Research Corp. of America.

Mr. Lee, president of Market Research Corp.'s distribution research division, told the local chapter: "For the first time, marketers can get immediate measurements of brand shares and related point of sale conditions whenever and wherever desired. The service can be turned on and off at will, can cover any stipulated days of the week and can repeat in any market, any specific group of stores or even a single outlet. The combination of breadth, depth, and flexibility is unprecedented."

Mr. Lee said there is "urgent need" for pinpoint information because of brand variations from market to market. He cited one instance where a brand's market share in eastern cities fluctuated from a low of 21% to a high of 41%.

In another case, an advertised condiment brand had 23% of the market in Cincinnati and 39% in Youngstown. At the same time, chain private labels had a 31% share in Youngstown and 9% in Cincinnati.

■ "Clearly, different types of marketing action are called for in these two markets," Mr. Lee observed. "Yet, in the absence of local measurements, the different situations prevailing in the cities might be obscured by broad regional statistics."

Even in one city, Mr. Lee said, a leading canned food national brand ranged from a low 3% in one group of chain stores to 23% in another chain organization.

Market Research Corp. spent three years developing the new market measure, called the Modified Store Audit. Manufacturers may use it for their own as well as for competitors' products. #

'Foreign Affairs' Adds Advertisers in New Section

Foreign Affairs, New York, the quarterly published by the Council on Foreign Relations, which in January boosted its b&w page rate to $300—after 13 years at $150—has attracted a number of new advertisers including American Express, International Business Machines and Sabena Airlines. These advertisers are using a new front section printed on coated stock, a departure for the quarterly which has previously used only antique book paper.

The magazine, which in 1959 had 28,500 paid subscribers, last year was offered as a free dividend by the Book of the Month Club. About 117,000 free subscriptions were handled, and *Foreign Affairs* has since converted 13,500 of these into paid subscriptions. Current paid circulation amounts to about 47,000.

Meredith Publishing Buys Duell, Sloan & Pearce

Meredith Publishing Co. has bought Duell, Sloan & Pearce, New York, trade book publisher, for an undisclosed price. Meredith said the acquisition "is a further development of our full scale trade and textbook publishing program."

Within the past five months, Meredith has acquired Lyons & Carnahan, Chicago, publisher of elementary, junior and senior high texts; and Appleton-Century-Crofts, New York, publisher of college texts, medical, reference and trade books.

$824,000,000.00 Market that must be spoken to if you are to sell it!

This Market is the Negro reached only by ROUNSAVILLE RADIO in Six Important Markets

Facts prove Rounsaville Radio is the media that reaches and sells the Negro consumer in these rich markets. *All* Rounsaville Radio stations are rated FIRST by Pulse and Hooper—and 95% of the Negroes listen to radio, prefer Negro radio. Rounsaville Radio programs exclusively to them, features Negro talent and personalities—speaks directly to them with warmth and believability. Negroes spend 80% of income on consumer goods. A proper part of your advertising budget must go to Rounsaville Radio or you miss this important buying group. Call or write today for the full Rounsaville Radio story. Ask about our merchandising plan to back your schedules. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

ROBERT W. ROUNSAVILLE, *Owner-President*

First U. S. Negro-Programmed Chain—First in Ratings in 6 Big Markets

WCIN—CINCINNATI

5000 watts. Reaches 170,000 Negroes with a spendable income of $140,258,670. 23% Home owners. Spend 80% of income on food, drugs, personal care, other consumer items! WCIN Sells 'em!

WLOU—LOUISVILLE

5000 watts. Reaches 158,000 Negroes with a spendable income of $127,405,400. Covers sixteen counties in Kentucky and Indiana. More Negro listeners than all other stations combined!

WVOL—NASHVILLE

5000 watts. Reaches 124,000 Negroes with a spendable income of $82,400,000. Metropolitan Nashville is 31.4% Negro. Negro Pulse gives WVOL 20% *more* listeners than *all other* radio stations combined.

WYLD—NEW ORLEANS

1000 watts. Reaches 294,700 Negroes with a spendable income of $218,483,000. Always ahead of *any* competition. Negroes number more than one-third of this market—Reach 'em with WYLD!

WTMP—TAMPA-ST. PETERSBURG

Reaches 129,000 Negroes with a spendable income of $66,180,620! Negro Pulse gives WTMP almost TWICE as many listeners as *all other* stations combined! Impact with WTMP!

KRZY—DALLAS-FT. WORTH

500 watts, 730 on the dial! Reaches over 350,000 Negroes with a high annual spendable income. Serves 63 counties in N. E. Texas. You get real impact with KRZY!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 Peachtree Rd., N. E. • Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *National Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

WANT TO SAVE MONEY ON YOUR PRINTING?

Right now we have limited WEB-FED LITHOGRAPHY time available at attractive hourly rates.

You can save money on your printing and be assured of high quality reproduction in 4-color or black & white—standard size—perfecting, web lithography. Complete production services—midwest location—3 shift operation.

To take advantage of low rate you must schedule your job immediately—get in before press time is sold out.

WIRE—WRITE—BOX NO. 668, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Gas Association Sets Live Drama Series on NBC-TV

NEW YORK, March 30—A big boost for live drama, new sponsors for Ed Sullivan, a network switch for Reynolds Metals, and summer minute buys for Lever Bros. were sponsor news highlights at the tv networks this week, as fall schedules continued to take shape.

The shot in the arm for live drama—though not for originals—came from American Gas Assn., which will present eight one-hour dramatic specials adapted from hit films from the David O. Selznick shelves. Such stories as "Rebecca" and "Spellbound" will be produced by NBC for presentation on that network, probably Sundays at 10 p.m., EST. Time for these $160,000 productions was cleared through Lennen & Newell.

American Gas co-sponsored the "Barbara Stanwyck Show" during the 1960-'61 season, but this 30-minute film will not be back.

■ Winners in the bidding for the available time on the venerable Ed Sullivan variety hour on CBS were P. Lorillard Co. (L&M) and Revlon (Grey Advertising), which will share the hour that Eastman Kodak gave up for a new Disney color production on NBC. Colgate-Palmolive (Ted Bates & Co.) has renewed as alternate hour backer of Mr. Sullivan.

Still another Lennen & Newell client, Reynolds Metals, has contracted to carry alternate weeks of the new hour Dick Powell anthology series Tuesday at 9 p.m., EST, on NBC. Reynolds also ordered Saturdays at 5:30 p.m., for "All Star Golf." These new billings represent a loss for ABC, which this season has carried the Reynolds "All Star Golf" show and the aluminum company co-sponsored "Harrigan & Son" series.

Lever Bros., co-sponsor of five regular nighttime telecasts, will supplement that lineup during the summer with minute participations on four more evening network shows. The selections: "Hawaiian Eye" and "Adventures in Paradise" on ABC, and "Father Knows Best" and "Gunslinger" on CBS. This summer schedule was placed through Batten, Barton, Durstine & Osborn. The minute participations will be shared by liquid Swan, Lifebuoy, Pepsodent, and Air-Wick. Other developments:

ABC—Johnson & Johnson, Miles and Brown & Williamson joined Scott Paper Co. (JWT) in the wings for "The New Breed," a law enforcement, adventure series. P&G was considering a George Gobel-fronted show to fill the Thursday half-hour, which leads into "The Untouchables."

CBS—Cancelation notices were expected for the Tom Ewell comedy, with P&G and Quaker Oats holding onto the time, and for "Checkmate," with the "Defenders," a father-son lawyer series, as a possible replacement.

Ford Motor Co. contracted for one-fourth sponsorship of the National League Football professional schedule. Joseph Schlitz Brewing Co. and Bristol-Myers, for Vitalis, bought an hour "Summer Sports Spectacular" to be seen weekly, starting April 27 at 7:30 p.m., EST.

NBC—S&H Green Stamps bought daily participations on Dave Garroway's "Today" show, and beauty expert Anita Colby was named to handle the commercials.

Lever Bros. and American Tobacco Co. were considering a new Joey Bishop situation comedy to fill the time spot they will share following "Wagon Train." #

Schick, via Outlets, Buys Newspaper Ads at Local Rates

NEW YORK, March 29—Commission-conscious newspaper representatives were indignant today because Schick Inc. placed its first-quarter newspaper schedule through its local retail shaver shops.

The current Schick campaign, getting heavy newspaper play, including r.o.p. color ads, in about 48 markets, offers a free 14-day trial along with a pocket-size grooming kit. Schick owns about 80 retail shaver shops and ads were being scheduled at the local —not the higher national—rate through the shops.

The company said the shops not only service but also sell shavers. It insisted the procedure was "not a device to circumvent the national newspaper rate." It added, "Any manufacturer who has retail outlets in a market generally does this."

■ Benton & Bowles, the Schick agency until March 31, when the account moves to Norman, Craig & Kummel (AA, Feb. 6), is understood to have received a fee in lieu of certain commissions. Other first-quarter advertising is running in six magazines.

At least one group of newspaper representatives believed the newspaper advertising was another example of "diversion of national money through retail stores," because of the higher national rate. The rate is high enough, in some cases, so that one representative could say that "a couple of our papers make almost all their money on the national advertising they run."

■ "What's to stop every company from opening up a hole in the wall and getting the local rate? Why couldn't Eastman Kodak do it? They have local stores. Almost any company working with department stores can do it," the representative said. #

Execs Get Copies of Account-Winning Book by Reeves

For a critical "review" of Rosser Reeves' "Reality in Advertising" by a Chicago agency president see Page 95.

NEW YORK, March 31—Some agencies around the country are viewing with alarm a mailing by Alfred A. Knopf Inc. to top corporation executives of Rosser Reeves' new book, "Reality in Advertising."

The book has already been credited with playing a major part in bringing the $6,000,000 Mobil account into Ted Bates & Co. The Knopf mailing—which has gone to some 1,500 top business men—includes a free copy of the book.

Mr. Reeves told ADVERTISING AGE that the mailing list was drawn up by the agency's public relations department from a basic *Fortune* list, but he denied that these companies were selected as prospects or because they are non-competitive with present Bates clients. (In one midwestern manufacturer's case, copies went to the president, exec vp, marketing vp, sales manager and advertising manager.)

■ The Knopf letter which accompanies the book mentions that the recipient "will find an abundance of interest in this unusual book" and says although it deals with advertising "it touches with insight and skill upon many matters vital to the growth and health of American business." The letter is identical with one sent to a list of business and financial editors.

Last Minute News Flashes

Schick Introduces Krona Edge, Names Kent

LOS ANGELES, March 31—Schick Safety Razor Co. will invest more than $3,000,000 in a print and broadcast campaign to introduce nationally its new Schick Injector blade with Krona edge, described as offering "a new dimension in shaving comfort." The new blade—priced competitively with Gillette's Super Blue blade—will be introduced starting April 11 via seven NBC-TV network shows, plus saturation tv spots in 100 markets. The magazine phase—two-color pages in seven books—breaks in the April 25 *Look*. Newspaper ads are also scheduled. Compton Advertising is the agency. Meanwhile Schick has named Curtis Kent, formerly Schick sales promotion manager in New York, to the new post of advertising manager of the company, with headquarters in Culver City *(for other news of Schick marketing, see story in adjoining column)*.

Virginia Dare Exits from Wine Market

NEW YORK, March 31—Virginia Dare, one of the oldest names in the U. S. wine field, is going off the market. The producer, Garrett & Co., onetime $1,000,000 advertiser, intends to go out of business "as soon as possible." The account, handled by MacManus, John & Adams, was down to about $250,000 last year.

McLaughlin Named Sunbeam Interim Ad Head

CHICAGO, March 31—James McLaughlin, assistant advertising manager of Sunbeam Corp., has temporarily assumed the duties of W. B. Courtney, advertising manager, who has left the company. Mr. Courtney has not announced his plans.

Heritage Furniture Shifts to Sudler & Hennessey

NEW YORK, March 31—Heritage Furniture, subsidiary of Drexel Furniture, High Point, N. C., has moved its account from Ellington & Co. to Sudler & Hennessey. The company said 47 agencies solicited the business, with four making final presentations.

Waldorf to Kastor, Hilton; Other Late News

• **Kastor, Hilton, Chesley, Clifford & Atherton** has been appointed advertising agency for Hilton Hotel Corp.'s Waldorf-Astoria, New York, after the hotel's new manager, Carl G. Thurston, sought "a free hand." Effective May 1, Kastor, Hilton succeeds Needham & Grohmann—since 1946 agency for Hilton Hotel Corp. and "some individual Hilton hotels." N&G has been named agency for Rock-Hil-Uris Corp.'s New York Hilton, set to bow in January, 1963. "Tough competition" is forecast between the Waldorf-Astoria and the new hotel, owned jointly by Rockefeller Center Inc., Hilton and Uris Buildings Corp.

• **Colgate-Palmolive Co.** will offer a plastic shower bottle free with a $1 size bottle of Halo shampoo "within the next few weeks." The offer will be backed by "a tremendous amount" of point of sale material, plus Halo's regular ad schedule. D'Arcy Advertising Co., New York, is the agency.

• **Newsweek** will offer the first Middle East-African split of a major international publication. The new edition, covering 62 nations, will be published 13 times a year, beginning June 5. Circulation rate base: 15,000; one-time b&w rate: $300.

• **Batten, Barton, Durstine & Osborn,** New York, has appointed Leo J. Turner, for the past six years with Selvage & Lee, the agency's director of public relations, and Richard M. Detwiler, previously with Grey Advertising, has rejoined BBDO as manager of the pr department. Mr. Turner succeeds Ralph H. Major Jr., who has joined John Moynahan & Co., pr company, as vp, effective May 1. Mr. Detwiler was manager of corporate relations at BBDO for four years before joining the Wool Bureau. He succeeds the late Austin Scannell.

• **Fitzpatrick Bros.,** Chicago, manufacturer of Kitchen Klenzer, has moved its advertising account from Tobias, O'Neil & Gallay to R. Jack Scott Inc., Chicago. Scott had handled the account from 1953 until early last year, when it moved to Lloyd M. Rosenow Inc. because of a product conflict at Scott. Tobias, O'Neil was appointed in December, 1960. The account had been billing about $100,000 when Scott serviced it previously.

• **Clairol Inc.,** Stamford, Conn., broke its first test ad for its new Silk & Silver hair color lotion in the *Providence Journal* March 29. "Seems to shine even in the dark," was the headline. Silk & Silver was introduced to the beauty trade early last month and is now on sale nationally through salons. Foote, Cone & Belding, New York, is the agency.

• **Chirurg & Cairns,** Boston, has promoted Scott Costello, vp and general manager, to senior vp-client service and Hillard W. Welch, a member of the agency's board, to vp-administration.

• **J. B. Williams Co.,** New York, proprietary and toiletries company, has offered to buy at least 80% of the stock of Landers, Frary & Clark, New Britain, Conn., electric housewares maker, by May 4. Company directors, who approve of the offer, reportedly control about 60%. Williams (formerly known as Pharmaceuticals Inc.) would operate the maker of Universal, Dazey and other appliances as an independent subsidiary, retaining present management but providing financial and marketing support for expansion, it was said.

• **Sea Breeze Laboratories,** Pittsburgh, has scheduled a $200,000 radio and newspaper campaign to promote its Sea Breeze antiseptic. The company will sponsor a portion of Art Linkletter's "House Party" (CBS-TV) for 13 weeks and Gabriel Heatter and two other radio news shows (MBS) for 26 weeks. Newspapers and spot radio in 15 markets will supplement the network radio push. Maxwell Sackheim-Franklin Bruck Inc., New York, is the agency.

• **Robert L. Eskridge,** cereal advertising manager of the Ralston division of Ralston Purina Co., St. Louis, will assume additional responsibilities as acting director of advertising and promotion. The company has not yet named a successor to W. P. Hayes, who retired last month as director of advertising and promotion (AA, Feb. 20).

• **Leigh Doorly** has been promoted from assistant midwestern manager to midwestern manager in Chicago of *The New Yorker*. He succeeds Frank Brewer, who will continue with the magazine as a consultant.

• **Sears, Roebuck & Co.'s** sales last year hit a record high of $4.13 billion, a 2.4% gain over '59 sales of $4.03 billion. Sears' net income, however, dipped 3.3%, dropping from $198,670,983 in '59 to $192,186,010 last year.

Dairy Men Drop 'Digest' Schedule

CHICAGO, March 31—The American Dairy Assn. last night decided to cancel its remaining ad schedule in *Reader's Digest* this year because of two articles scheduled for the April issue of *RD* which ADA considers detrimental to the dairy field.

Martin J. Framberger, general manager of ADA, told ADVERTISING AGE that the cancellation will involve about four page ads, and added that the association is considering using television or other print media in lieu of the *RD* ads. ADA has been considering dropping *RD* since last week (AA, March 27).

"We have no desire to dictate the editorial policies of any publication," he said. "However, we feel that there was a lack of courtesy on the part of *RD* in that we were not notified in advance about the two articles."

■ The ADA also is angry at the magazine because *RD* is using tv ads and book stickers playing up one of the articles, "The Perilous Fat of the Land," to promote its April issue. The other article deals with the pricing of milk.

Mr. Framberger said that ADA and representatives of several other dairy field groups are meeting tonight with editors of *Reader's Digest* "to present our side of the story." *(For other news about ADA see story on Page 100.)* #

Time Inc. Revenues Hit $287,121,000; Net Income Is $9,303,000

NEW YORK, March 30—Time Inc. had record net revenues of $287,121,000 last year (after commissions and discounts), up 6% from the 1959 figure of $271,373,000. Net income was $9,303,000, up from $9,004,000 in 1959.

At the same time, net advertising revenues rose 7% to a record $187,000,000 from $174,000,000 reported a year ago.

Life revenues including commissions and discounts were up 3%, from $134,441,000 to $138,784,000, while the magazine's average net paid circulation increased by 468,000 copies to 6,746,000. *Time* revenues climbed 10.9% from $46,126,000 to $51,144,000, and its average net paid figure—including a 27% newsstand sales rise—increased by 123,000 to 2,511,000.

Sports Illustrated revenues went from $11,946,000 to $14,299,000, a 20% rise, and its circulation climbed by 50,000 to 950,000. *Fortune* boosted its revenues from $10,288,000 to $12,734,000 and its circulation by 17,000 to 336,000.

■ In 1960, all *Life International* editions drew $8,186,150 in revenue, compared with $6,742,000, a 21.4% hike; circulation, meanwhile, rose by 135,000 to 834,000. *Time International's* four editions had a 17% revenue increase, going from $9,892,000 to $11,571,200, while its circulation was upped by 73,000 to 592,000.

On the business paper front, *House & Home* revenues gained 24%, from $2,247,800 to $2,940,200, while circulation jumped by 6,000 to 127,000. *Architectural Forum's* revenue was up 0.8%, from $1,721,600 to $1,735,800, and its circulation added 1,000 copies to reach the 62,000 mark. #

Light Opens New Offices

D. R. Light Co., Moline, Ill., advertising art and technical writing service, has opened new offices in the Higley Bldg., Cedar Rapids, Ia.

Grocery Manufacturers Convention . . .

Recession to Last Five Years in Canada, P&G's Williams Tells Group

TORONTO, March 29—W. E. Williams, president and general manager of Procter & Gamble Co. of Canada, said yesterday he thinks the current recession will last as long as five years.

"This is a pretty gloomy view," he told the Grocery Products Manufacturers of Canada's first convention, "but in my opinion it is a realistic one. At any rate, it does not shake my complete confidence in Canada's future."

For the long term, said Mr. Williams, Canada is in as good shape as any other country in the world because of the "explosive increase" in world population which will eventually make her raw materials vitally needed.

■ As to marketing, Mr. Williams said the Canadian woman is the real boss of Canada's $5 billion grocery products industry and she is the "toughest boss in the world."

"I think we all realize," he said, "that loveable little woman though she is, in her role as our boss she is cold, ruthless and utterly selfish. As she wheels her shopping cart up and down the aisles of grocery shelves, she makes the decisions that spell success or failure for our products, good times or bad for our companies."

Basically, said Mr. Williams, this "little woman" with the shopping cart is the architect of present-day changes.

"If we knew her well enough we could predict most of the changes of the future, for she will be the architect of those too."

■ He said we may lament the passing of so many small business men in the grocery field, but the consumer has ordered it.

"The trend to the supermarket has set in motion a whole chain of changes throughout the grocery products industry," Mr. Williams said.

"For one thing, producers have had to revise their sales organizations. We have to concentrate to a great extent on a relatively small number of chains. Many companies, including Procter & Gamble, are now making greater use of jobbers in order to cover the small grocers effectively."

He said "tremendous changes" in marketing have been posed by this trend to supermarkets and the accompanying changes in buying habits and distribution techniques.

■ "In my own company," said Mr. Williams, "we have come to the conclusion that we can meet these challenges to our satisfaction only by a major internal reorganization.

"We are going to split the company right down the middle and set up two separate operations—one for food and toilet goods and one for soap and synthetics.

"This entails a revision of our whole management structure. Each organization will eventually have its own general manager, and each will have the flexibility that is needed to keep pace with the times." #

Stetson Boosts Promotion Allowance, Sets Fall Campaign

PHILADELPHIA, March 28—John B. Stetson Co. is making some $250,000 in additional promotional money available to its dealers this fall for use as the dealer "sees fit."

The amount of promotion money received by the retailer, buyer or department head will be based on the amount of the order. It may be used for advertising, displays, direct mail or "whatever (promotional) purpose necessary," with "no strings attached," according to David H. Harshaw, president. The plan covers the fur felt line.

This fall, Stetson will introduce a line of fur headwear in mouton, Persian lamb and other furs, as well as a new hat line to retail at $10.

■ National advertising on several Stetson styles is scheduled for *Esquire, Holiday, The New Yorker, The Saturday Evening Post* and *Sports Illustrated*.

Arndt, Preston, Chapin, Lamb & Keen is the agency. #

ABC Radio West Signs First Client: Horizon Land Corp.

NEW YORK, March 30—ABC's new regional network, ABC Radio West, has snared its first advertiser.

Horizon Land Corp. of Tucson will sponsor a daily 10-minute news show with Frank Hemingway on the western hook-up at 7 a.m. (PST). The nine-week buy, which starts April 3, was placed through Advertising Associates.

The 104 stations of ABC Radio Pacific, Intermountain Network and Arizona Network were combined to form ABC Radio West with its regional programming and sales because of the great potential of regional offerings, Jack Mann, director of the new division, told ADVERTISING AGE. This was dramatically illustrated by 62 magazines whose regional editions jumped from a gross of $49,000,000 in 1959 to $100,000,000 last year, he said.

■ Among other reasons why the formation of Radio West seemed a potentially profitable venture: In-home listening in that region is about 10% greater than the national average, according to A. C. Nielsen Co. figures; the rapid population increases and high income levels in the West make it an attractive market for advertisers.

ABC Radio West plans to spend about $40,000 in advertising and promotion during 1961, most of it in business publications. In about three weeks, it will distribute to agency personnel a topographical map of the West with pertinent marketing data.

■ Working closely with Mr. Mann on ABC Radio West is Harry Woodworth, sales manager. Rates for the new regional hook-up vary from $560 per minute, on frequencies up to 64 times per year, to $448 on schedules of 260 times or more. #

Horn Forms Ad/Vising

Stanford Horn has formed Ad/-Vising, San Francisco, with offices at 36 Somerset St. The company is designed to aid non-Bay Area agencies and advertisers interested in marketing service and representation in San Francisco. Mr. Horn was formerly assistant manager of marketing and national merchandising services of the *San Francisco Examiner* and Hearst Advertising.

Welsh-Hollander Moves

Welsh-Hollander Advertising, Los Angeles, has moved to new offices at 1725 Beverly Blvd.

UNORTHODOX—*Scorning fish-or-catalog tradition, South Bend Tackle Co. ad at left seeks "to light up young faces" in April and June issues of Boys' Life. Ad at right appears in May Outdoor Life.*

Jiggers, Cats! English Teacher Turns F&S&R Copywriter; Calls Ads 'More Creative'

NEW YORK, March 29—An English teacher has abandoned the schoolroom in favor of a career in advertising. David Fleischhaker, who for the past six years has taught English and speech in the New York high schools, has joined Fuller & Smith & Ross as a copywriter in the agency's expanding radio-tv department.

For the past few years he has been spending his spare time writing popular songs and free lancing jingles for commercials. One song, "Miss Untrue," has just been released as a United Artists record, while another, "Just You Watch Me," is currently heard on disc jockey shows. He was elected to ASCAP in 1956.

In explaining his switch of professions, Mr. Fleischhaker said that education "has lost its luster," because teaching no longer offers opportunity for creative work. Teachers are "so bogged down with police duties"—hall duty, cafeteria duty and the like—that there is no time left for anything but routine work. He doesn't think he'll have the same complaint about advertising. #

National Distillers Sets $145,000 Ad in 'Life' for Old Taylor

NEW YORK, March 30—Working on the principle that nothing's good enough for Old Taylor 86, National Distillers Products Co. will launch its 1961 ad campaign for the brand with a three-page front-cover gatefold in four colors in the April 7 *Life*.

Cost of the ad, excluding production, was put at over $145,000—an unprecedented expenditure for a single ad, National said. The company also said it was the first time in the liquor industry that a gatefold in a major magazine had been used.

The gatefold will open the doors on a record campaign for the brand. Four-color pages will follow in *The Saturday Evening Post* April 8, *Newsweek* April 17 (back cover), *Time* April 28 (third cover) and *Ebony* in May.

B&w ads were launched this week in more than 200 newspapers in major markets. About 50 will carry a special three-color series.

■ An additional part of the magazine and newspaper campaign will be an offer of six on-the-rocks Americana glasses for $2.

The campaign will continue an old theme, "Even the rocks taste better." The color ads are photographs of Americana connected with Kentucky; The glasses adapt early symbols—an old map of Kentucky, a minstrel program and a sign post reading "Even the rocks taste better." Kudner Agency is handling the campaign.

(For other news of this advertiser, see Pages 1 and 48.) #

'Jingle in Print' Is Feature of New Heineken's Beer Ads

NEW YORK, March 28—Van Munching & Co., which has displayed a particular penchant for jingles, will break out afresh next month with a "jingle in print" for Heineken's beer.

Following the Dutch jingle launched in a test run of tv commercials in Miami in January (AA, Jan. 23), the company will launch the new jingle in fractional page ads in 30 Sunday supplements April 16.

It goes like this:

Heineken's
Heineken's
Heineken's
Beer
A treasure of pleasure
From Holland to here!

The "singing headline" will be used throughout the year in all Heineken's ads. The schedule calls for further fractional pages in *Newsweek*, beginning April 17 and continuing "practically every other week until the end of the year." Similar ads are scheduled for *Holiday* and *Playboy*, as well as *Diners' Club Magazine* and *Carte Blanche*.

MacManus, John & Adams is the agency. #

'Digest' Names Two

Reader's Digest has named Robert Cali, formerly with the RCA electron tube division, to the promotion department of its Detroit office; and Lon Carli, formerly a regional manager for *Progressive Grocer*, midwestern merchandising manager of its Chicago office.

South Bend Tackle Co.'s Fishless Ads Help Boost Sales 24%

SOUTH BEND, March 29—South Bend Tackle Co. has taken the fish out of its ads and put people in.

This departure from tradition has reportedly helped spark the rise of the company from 18th to third place in the industry in less than two years.

There's nothing "fishy" about its ads, the company said, whether they are directed to dealers or users. Consumer ads stress the "fun and relaxation in fishing," and trade advertising aims to tell dealers how the company can help them sell. South Bend emphasizes the large number of displays it has available for dealers instead of showing "pretty girls or eye-catching strikes in picturesque settings."

The results are reportedly reflected in South Bend's 24% sales increase last year, made more remarkable by a decline in the industry's volume. The company has doubled its share of the market in a year and a half.

■ Avoiding fish and stereotyped fishermen, the two-color ads also veer sharply away from catalog-style techniques.

Gourfain-Loeff, Chicago, is the agency for the tackle manufacturer, spending $150,000. #

MCA Hassle Poses Question: Can FCC Probe Non-Licensee?

LOS ANGELES, March 31—Has the Federal Communications Commission the power to delve publicly into the intimate corporate affairs of a non-licensee?

This was one key question at issue last week as a top executive of Music Corp. of America defied an FCC inquiry into policies and practices of broadcasting by refusing to testify, and as MCA asked a federal court to set aside the FCC order requiring its officers to testify (AA, March 27).

Taft Schreiber, vp of MCA, remained mute during 30 minutes of questioning by an FCC attorney and at the end of the session, faced a possible fine and jail sentence as the FCC threatened various civil and criminal contempt proceedings.

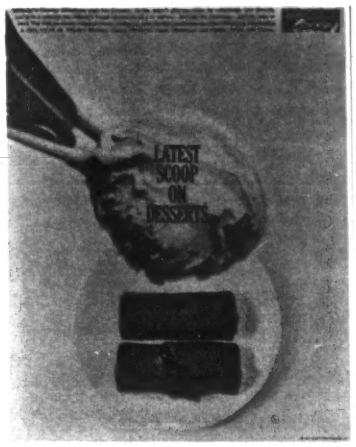
Earlier, MCA had offered "complete cooperation" with the FCC, provided its testimony was kept confidential pending a court ruling on whether the regulatory body had the jurisdiction to subpoena and extract testimony from a non-licensee.

■ In arguing the motion—which was rejected by the chief hearing examiner, James D. Cunningham—MCA attorney Alan Susman asserted that a "complete inquiry" into MCA's business was beyond the FCC's scope "even if it involved a licensee." He also suggested that the FCC's word "was certainly not law" and was subject to appeal in the judiciary.

He added that if the FCC was upheld in the courts, any company sponsoring a program could have its corporate affairs "exposed to the competition."

For Mr. Schreiber, last week's proceedings were essentially a repeat of hearings conducted here last Oct. 25. At that time the MCA executive and executives of Dick Fishell & Associates, a company that places merchandise on tv programs in exchange for air credits, also refused to answer the FCC inquiries.

Mr. Fishell, however, last week was in a more talkative mood. In the final session Monday, he testified at length on the term "plugola" and how it applies to the broadcasting business. #



BLINTZ A LA MODE—*Milady Food Products will suggest the delectation of cherry blintzes with ice cream in this color page breaking in the April 9 New York Times Magazine. Smith/Greenland is the agency.*

Renault Goes to 'More Masculine' Approach in Ads

(Continued from Page 1)

similar to the Briggs art now used by *TV Guide* in its advertising promotion campaign. All insertions will be in b&w.

■ John Arent, ad manager of Renault, explained that the switch is designed to give Renault a "more masculine image." Renault management believes the old campaign, which had a light frothy touch, did a good job, but that it acquired a feminine connotation.

The new campaign will be more in the hard-sell groove, promoting the performance and durability of the Renault line—the Dauphine, the Gordini, the Caravelle sports car and the little 4 CV. Service will also be stressed. Renault cars are now covered by a 12-month-or-12,000 mile warranty, and the company recently expanded the staffs of its nine regional sales and service centers.

■ The new addition to the line, the Gordini, is a more powerful and more deluxe version of the Dauphine. It has the same body shell, but a 40hp engine instead of 32hp It has a four-speed transmission instead of three-speed, and the interiors are more luxurious than the Dauphine's.

The Gordini will be priced at $1,595 at East Coast ports of entry, which puts it below the prices of the U.S. compacts. This is also lower than the old $1,645 price of the Dauphine. Renault recently cut the Dauphine price to $1,385.

Renault, encouraged by a sharp upswing in sales in February and March, re-emphasized today that it is in the U.S. market to stay. Vincent P. Grob, exec vp and general manager, told a press conference that there is a permanent place in this market for the imported small car.

■ Mr. Grob predicted that annual sales of imports should range from 300,000 to 500,000, depending on the strength of the market. He said that Renault is aiming at 20% of this market. In 1960, Renault sales slid to 12.5% of the import market, but Mr. Grob said the company hopes to take between 15% and 17% this year.

Renault sales in February and March were double sales in the comparable months last year. The company said February sales were in excess of 3,600.

Needham, Louis & Brorby is the Renault agency. #

'Digest' Will Offer Two Regional Splits in Caribbean

The Caribbean edition of the *Reader's Digest* will offer advertisers a three-way split, effective in October. A separate edition for Puerto Rico will be made available, with a circulation of 55,000 and a b&w page rate of $510. Another edition—Caribbean No. 2—will cover eight countries most accessible to U.S. exporters: Puerto Rico, Dominican Republic, Guatemala, Honduras, El Salvador, Nicaragua and Panama. It will have a circulation of 110,000 and a b&w page rate of $900. The original Caribbean edition will continue as before, delivering 400,000 circulation in 12 countries (Venezuela, Colombia, Ecuador and Peru are the additional ones).

The *Digest* also will open an advertising office in San Juan, Puerto Rico, to be headed by Edward Rapp, formerly with the *Digest* in Mexico. Production of the Caribbean edition will be transferred this summer from Sao Paulo, Brazil, to Miami to get better printing and coated paper. The *Digest* moved production to Brazil after it was chased out of Cuba.

Cox Joins 'Illinois State'

James F. Cox Jr. has joined the *Illinois State Journal* and *Register*, Springfield, as executive assistant to the publisher, Jack Heintz. He formerly was an account executive in San Francisco with Outdoor Advertising Inc.

✻Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

✻Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York 17, N. Y., U. S. A.

Ads Must Take Over Selling Job as Salesman Turns Consultant: Murphy

(Continued from Page 1)

upon it, there is room for extensive soul-searching and examination. As to whether its role is understood by thought leaders, decision makers and budget controllers of the country's industry, there is considerable doubt," he said.

■ Jay M. Sharp, manager of general advertising of Aluminum Co. of America and chairman of the Assn. of Industrial Advertisers, recalled the change in his company's promotion plans (AA, March 20) to indicate his belief that more concentration in fewer publications is the order of the future in industrial advertising.

Last year, he reported, his company had 52 separate advertising campaigns, but as a result of developing the "Adikam" theory—"Advertising dominance in key aluminum markets"—Alcoa now has seven market-oriented programs instead of 52 product-oriented ones, each emphasizing concentration and dominance.

As one result, he said, almost the same total budget is being spent this year in 118 industrial publications as was spent in 242 such publications last year.

"If this sort of concentration and dominance continues," said Mr. Sharp, "somebody is going to get hurt. Your business is certain to become more and more competitive as time goes on, and inevitably the weak and the also-rans will fade away."

Asserting that "An awesome amount of otherwise productive time has been spent on the pros and cons of paid or free circulation," and that in his opinion the whole subject "ranks with the study of the navel," Mr. Sharp also said that engineers and other business readers are people first of all and engineers second, and that he does not believe they read industrial publications for the advertisements alone, any more than anyone looks at tv for the commercials alone.

■ "Do you know the ratio of editorial to advertising in a network tv show?" he asked. "It's 10 to 1. No magazine comes close to this, and I appreciate that none could. But it's important that the ratio not get reversed—to 1 to 10 . . .

"Stop selling exposure and start selling editorial integrity and vitality. We as advertisers and you as publishers will come to the greatest level of our efficiency when we agree that the way to reach people is to reach them first as human beings—then as engineers, or purchasing agents, or designers," he said.

■ Two industrialists—H. Leslie Hoffman, president, Hoffman Electronics Corp., and Bennett S. Chapple Jr., administrative vp, U.S. Steel Corp., urged the business publishers to play a larger role in shaping the nation's economic destiny. "Your publications have done an excellent job in terms of improving business procedures and technology," Mr. Chapple said, "but the important question now seems to relate to how much you are doing in the broader areas of government action and economic problems."

"You and the businesses you serve are truly partners," Mr. Hoffman said. "We are fated to walk, sleep and live together. I urge you in the trade press to speak up. You can do much to synthesize business thinking."

■ At the Wednesday session, auditing and research were discussed by Burton E. Hotvedt, chairman of the Business Publications Audit of Circulation board; A. C. Lehman, president, Advertising Research Foundation; and Dr. Joseph E. Batchelder, director, Industrial Advertising Research Institute.

Mr. Hotvedt explained the purpose of the BPA nationwide interpretation program now going on, and urged the publishers to approach the newly developed single audit form with positive attitude, asserting that BPA is serving its membership better than ever and that the new forms will help solve many problems which have not been adequately covered heretofore.

■ Mr. Lehman reviewed the history of advertising research and indicated his belief that operations research and other new techniques hold forth the promise of important new breakthroughs on the research front. Dr. Batchelder demonstrated the basic idea of all communications as a process of coding, transmitting and decoding thoughts or impressions. He emphasized that in advertising research, practically all effort to date has been expended on trying to improve the transmission phase of this process. More attention must be given in the future, he suggested, to improving the content of the message itself and to simplifying its decoding or understanding by the recipient.

■ A science-fiction picture of business publishing and agency operations ten years from now, which he insisted is more science than fiction, was presented to an overawed audience at the final session Thursday by Richard C. Christian, president of Marsteller, Rickard, Gebhardt & Reed.

With the use of computers and other mechanical marvels capable of storing and tabulating enormous masses of data with fantastic speed, a fully automated publishing and advertising industry—with little besides creative work still done by puny humans—is just over the horizon, Mr. Christian suggested.

Complete details of audience composition and characteristics, as well as data on comparative costs per thousand, etc., may be available instantaneously from private or perhaps even government sources within ten years, he said.

"The business publisher will be building mathematical models of his magazine a year in advance," he predicted. "Story details will be sped to the publication home offices by Tele-Processing, and computer-controlled printers, operating at speeds in excess of 2,000 lines a minute, will print out story outlines. Output from high speed printers will be photographed directly and become offset proofs for solid pages of text . . .

■ "With the press of a button, the agency man will watch extremely detailed information fly out of a high speed printer—it will give him a precise analysis of a publication's circulation, duplication, geographical breakdown by SIC codes, by county, by title, with factors indicating renewal trends, by SIC codes over a ten year period; terse comments on editorial evaluation from a 500-point mathematical profile; and rate trends over the past five years.

"Many publications will become dailies, but they will not even have a printing plant. The 'issue' will be sent out on high speed magnetic tape and reproduced by facsimile machines at the subscriber's office."

To prove that he wasn't just kidding, Mr. Christian announced that in his agency's new offices in Chicago, a 1,000 sq. ft. soundproof, air conditioned IBM data processing center will be installed.

FOR 50 YEARS—*Two-color page ads like this in Motor Age and other publications in April and May will celebrate the 50th year Schrader tire valves have been used in the Indianapolis "500." G. M. Basford & Co., New York, is the agency.*

■ Walker Y. Brooks, vp, the McCarty Co., emphasized at the final session that the agency compensation picture is a constantly changing one, but that the 15% commission from publishers remains the underlying stabilizing force which holds up the whole structure. For the agency serving primarily industrial and medium and small accounts, he said, "We have learned to fit the compensation to the client, and it is entirely conceivable that an agency can have as many different compensation arrangements as it has clients." The 15% often no longer covers costs, he said, and as a result, industrial agencies now are getting about one quarter of their total income from fees.

■ Emphasizing that business paper publishers and industrial advertisers have an important stake in helping to overcome the unfavorable public image of consumer advertising which currently exists, and of providing more useful data on the economic value of advertising, Louis E. Scott, vp and manager of the Los Angeles office of Foote, Cone & Belding, urged the business paper publishers to help foster a better appreciation of business paper advertising among top management in industrial companies.

"Too often," he said, "business paper advertising is looked upon as a necessary evil, or as an item of expense that can be tolerated only as long as business is good and profits are healthy."

Mr. Scott also made it clear that he believes there are too many business publication starts and changes—"too often merely to sell advertising"—and that all business publications must "assume the responsibility for providing a proper description of the reason for their being."

The amount of direct mail promotional material being lavished on agencies also came under his fire. His relatively small office, he reported, received 1,081 pieces of such mail in a single five-day period—the equivalent of 56,212 pieces a year. At least 75% of this flood of mail is "a complete waste of time and money—yours and ours," he said.

■ At the Wednesday evening banquet two awards were made—one to George Romney, president of American Motors Corp., who was given the NBP Silver Scepter award as "Market Maker of the Year—1960"—and one to Robert Harper, president of NBP, from the association's past chairmen, to mark his completion of 12 years of service to the organization.

In addition to the formal talks, three roundtable discussions were held, each participated in by publishers, advertisers and agency executives. One considered the problems of in-plant distribution of magazines; one emphasized the growing interest of advertisers in editorial evaluation of the business press; and the final one considered the sales problems of business papers. #

'SEP' Faces Plastic Surgery to Shore Slipping Linage

PHILADELPHIA, March 29—Curtis Publishing Co. is nearing the end of a year-long study to overhaul the format, content and entire policy approach of its *Saturday Evening Post*.

At the same time, while the editors of the *Post* are studying this "modernization" in conjunction with the advertising department, ADVERTISING AGE learned that Ben Hibbs, editor since 1942 and before that editor of the defunct *Country Gentleman*, may retire this year to make room for a younger successor. Mr. Hibbs is only 60 and a Curtis spokesman said he can elect his own time to retire without any compulsion from top management. The changes in the *Post*, while basically attuned to give advertisers a more appetizing product in the face of declining linage and profits, are expected to revolve around everything from actual format of cover and editorial pages to the use of more color and shorter story content.

■ The only statement forthcoming was: "There are some extensive changes. The editors have been working on it for over a year."

AA learned that the studies are still going on and that the final report has not yet been delivered to Robert E. MacNeal, president.

The *Post*, which over the years has boasted that it continues to modernize in keeping with the times, is also expected to change its newsstand price to 20¢ per copy in the near future. Curtis Circulation Co. has been testing the 20¢ price on the West Coast and it was learned it "looks pretty good."

■ Just when the "new" *Post* will make its appearance is not known, but an informed guess is that it will be around Sept. 1.

Curtis' concern for the declining *Post* linage has been exhibited for some years, even though dollar volume has increased because of rate hikes. The *Post* has consistently claimed it is not concerned about tv competition draining some of its ad revenue, but, privately, executives admit there has had to be an effect just as other mass circulation books were affected.

■ The current remodeling project has been carefully protected by Curtis, which still does not want to make any mention of details. But, it has caused considerable talk in the Curtis offices. Some of this leaked to AA about four weeks ago.

The first sign that something had to be done was when the Curtis board decided to accept liquor ads for the first time. In 1960 this income totaled over $5,000,000, with its regional advertising providing roughly three times that.

The last major revamping of the *Post* took place in 1942, with additional interior changes in page format in the early 1950s. #

Shank Resigns as Grey VP

Howard Shank has resigned as vp and creative director of Grey Advertising Agency, New York. He will announce his plans shortly.

Geyer Adds 2nd Chicago Agency in Four Months

(Continued from Page 1)

Chicago operation of Geyer is still in the process of formation. So is the organizational pattern of the agency's western operations. In addition to Chicago, this presumably will include the Omaha office, which was part of the Caples op-

Sam Ballard

Donald J. Powers

eration and has been operating under the aegis of the Chicago office, as well as Western's Racine office. Whether it will eventually encompass the Geyer offices in Portland and Los Angeles is undecided.

■ The newest acquisition was undertaken by Geyer as a move to enlarge and strengthen its operations in the West rather than with any particular account objectives in mind, ADVERTISING AGE was told.

Geyer feels it "now has a pretty good base" in Chicago, and while it says it is not actively looking for any additional Chicago properties, it "won't close the door" to such a possibility. The agency sees "a big potential" in Chicago, Sam M. Ballard, president of the Geyer agency, said.

Lee H. Hammett

G. B. Gunlogson

One of Western's assets from the Geyer viewpoint was that its accounts were not in conflict with any in the Geyer roster, one executive told AA.

Geyer last year reported billings of $32,116,000; Western said it billed $6,000,000. Accounts with Western include J. I. Case Co. (tractors and farm equipment), Continental Steel, West Bend Co. (aluminum ware), Ponderosa Pine Woodwork, Porter Furniture Co. and Molly Pitcher wines.

Western Advertising was founded in 1915; Geyer traces its start to 1911. #

Mattel Toys Buys New ABC-TV Cartoon Series

Mattel Inc., Hollywood, toy maker, has signed a two-year contract with ABC-TV for sponsorship of a new half-hour cartoon series Sundays at 5 p.m. (EST), starting Jan. 7, 1962. The yet unnamed animated series, based on comic book characters "Beany Boy" and "Cecil the Seasick Sea Serpent," will be produced by Snowball Inc., cartoon producer. It is being financed and distributed to ABC by Television Artists & Producers Corp.

A total of 156 shows are planned at a production budget of $2,000,000. The series is being produced in color, but ABC will run it in b&w. Carson/Roberts is the agency for Mattel.

Top 100 Outdoor Advertisers in '60

National Accounts

Compiled by Outdoor Advertising Inc.

1. General Motors	$10,516,326	22. Pepsi-Cola	1,178,014	43. Jacob Ruppert	636,369	71. P. Lorillard	345,011	98. Volkswagen of A	223,023
2. Ford Motor	5,519,651	23. Motorola	1,173,603	44. Du Pont	633,109	72. Corn Products	341,713	99. George Wiedemann Brewing	215,456
3. Anheuser-Busch	4,464,873	24. Standard Oil (N. J.)	1,173,503	45. Crown Zellerbach	632,878	73. Howard Johnson	319,249	100. Nesbitt Fruit P	206,788
4. Shell Oil	3,545,751	25. Royal Crown Cola	1,167,266	46. Interstate Bakeries	625,802	74. Humble Oil—Ohio Div.	319,164		
5. Jos. Schlitz Brewing	3,096,042	26. General Tire & Rubber	1,105,205	47. Cities Service	603,263	75. Safeway Stores	316,722		
6. American Oil	2,824,738	27. Richfield Oil Corp. (Cal.)	1,066,254	48. Phillips Petroleum	601,494	76. Sterling Brewers	312,517		
7. Seagram	2,530,717	28. Pabst Brewing	998,916	49. Libby, McNeill & Libby	598,641	77. Canada Dry	302,156		
8. Coca-Cola	2,408,325	29. Miller Brewing	947,371	50. Mars	587,310	78. Signal Oil	295,799		
9. General Foods	2,058,902	30. American Tobacco	916,355	51. Duquesne Brewing	586,008	79. Standard Oil (Ohio)	294,840		
10. Continental Baking	2,049,916	31. F. & M. Schaefer Brewing	891,131	52. Sun Oil	571,107	80. Los Angeles Soap	289,387		
11. Swift & Co.	1,928,272	32. Seven-Up	881,810	53. Pure Oil	563,348	81. Campbell Taggart Associated Bakeries	286,358		
12. National Distillers	1,905,527	33. Brown Forman Distillers	876,585	54. Lone Star Brewing	549,303	82. United Air Lines	279,829		
13. Theo. Hamm Brewing	1,855,477	34. Liebmann Breweries	849,365	55. Quality Bakers	547,033	83. American Home Products	277,692		
14. Wm. Wrigley Jr. & Co.	1,520,426	35. Morton Salt	847,483	56. Pearl Brewing	546,800	84. Sicks' Rainier Brewing	270,820		
15. Chrysler	1,513,209	36. Tidewater Oil	819,997	57. American Bakeries	528,637	85. National Sugar Refining	270,796		
16. Affiliated Distillers Brand	1,454,825	37. Atlantic Refining	818,800	58. Continental Oil	517,950	86. W. E. Long Co.	270,340		
17. Falstaff Brewing	1,418,583	38. Beatrice Foods	791,385	59. U. S. Tobacco	426,698	87. Foremost Dairies	267,153		
18. Kellogg	1,397,280	39. Ralston Purina	783,504	60. Fleischmann Distilling	422,898	88. Ronson	259,043		
19. Borden	1,325,533	40. Northern Paper Mills	763,066	61. Trans World Airlines	401,189	89. Jackson Brewing	255,094		
20. Studebaker-Packard	1,314,494	41. Stroh Brewery	739,165	62. Genesee Brewing	401,122	90. Florists' Telegraph Deliv.	250,773		
21. P. Ballantine & Sons	1,187,496	42. Gulf Oil	663,563	63. International Salt	389,214	91. Hiram Walker	249,792		
				64. U. S. Steel	380,430	92. James B. Beam Distilling	248,514		
				65. Carling Brewing	372,787	93. Folger & Co.	244,814		
				66. Glenmore Distilleries	370,881	94. Publicker Industries	244,351		
				67. C. Schmidt & Sons	370,249	95. Burger Brewing	238,551		
				68. Carnation	369,886	96. Plough	237,176		
				69. Dunlop Tire & Rubber	364,349	97. G. Heilemann Brewing	228,954		
				70. Ohio Oil	356,937				

Ogilvy, Benson Names Marshall, Garai VPs

H. H. Marshall, who was a copywriter with Ogilvy, Benson & Mather, New York, in 1953 and 1954, has rejoined the agency as a vp and copy supervisor. He formerly was vp and copy director of Lawrence C. Gumbinner Advertising Agency. Ogilvy, Benson also has elected Pierre Garai, a copy supervisor, a vp.

"Any display will increase your sales But the right one will multiply them"

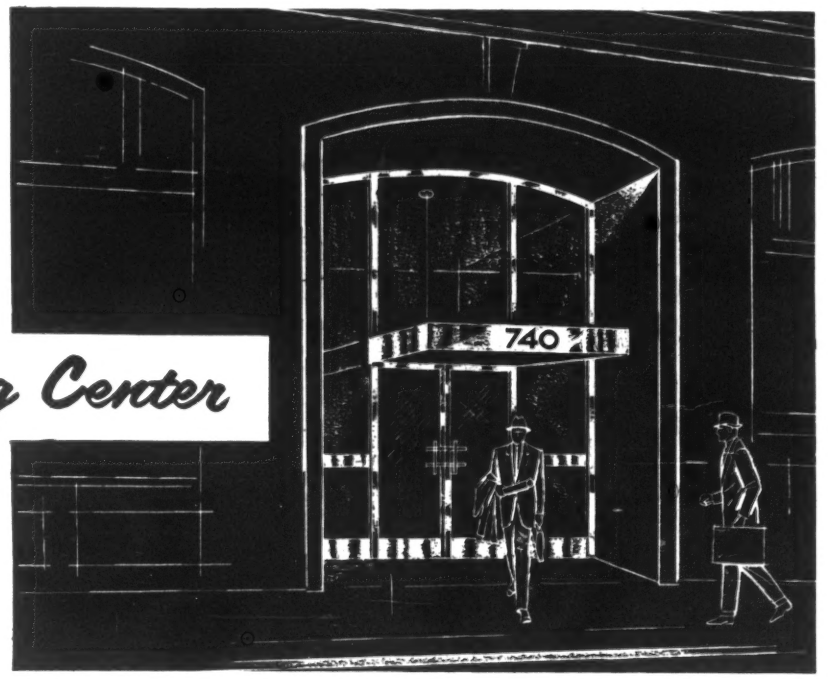
VANDERPOOL Displays

A complete promotional service in all mediums — cardboard, plastic, etc.

122 S. MICHIGAN AVE. CHICAGO 3, ILL.

HArrison 7-8442

An unusual opportunity for companies in the advertising-marketing-communications field to locate their activities in Advertising Age's *Advertising Center*



Advertising Age's Advertising Center offers advertising agencies, publishers, media representatives, research organizations, graphic arts services, suppliers and other allied interests a highly desirable address in a prestige location and expanding business community.

The Advertising Center is a well-built seven story structure at the northwest corner of Rush and Superior Streets in Chicago, Ill. The address is 740 North Rush St.

In the heart of the fashionable "Near North Side," the building is in the midst of advertising activity in the city. Nearby are the offices of many advertising agencies, art and photo studios and other services. As an example, the Palmolive Building, the John Blair Building, CBS Studios and the Wrigley Building are all within convenient walking distance.

This prestige location offers many unusual advantages for those in the advertising/marketing business. It provides an office within minutes of the "Loop" as well as easy access to other parts of the city and suburbs. The nearly completed Ohio-Ontario Streets connection with the Congress Street-Northwest Expressways will make Lake Forest, Highland Park or a client's suburban plant within a half hour's drive away. Within a six block radius of the 740 address are three banks, many restaurants, hotels, clubs and shops. A new hotel-motel is nearing completion at the corner of Rush Street and Chicago Avenue, a few steps away.

A distinctive entrance and lobby are now being built at the Advertising Center. Modern, self-service passenger elevators will be in operation by late 1961. Air conditioning equipment is being installed.

Formerly owned by the Methodist Publishing Co., the building has been well-maintained and, with remodeling and well planned improvements, the Advertising Center offers an exceptionally fine rental opportunity even for the most discriminating tenant. Managed by Browne & Storch, Inc., with an office in the building, the Advertising Center, in addition to its many location advantages and space features, represents strong ownership and efficient management.

As publishing headquarters of Advertising Age and its sister publications, Industrial Marketing and Advertising & Sales Promotion, the Advertising Center will become the news capital of the advertising/marketing world. These internationally-renowned publications are visited by many outstanding advertising/marketing executives, writers, artists, lecturers and teachers, whose presence can add to the prestige and importance of your business address.

We invite members of the advertising/marketing/communications industry to join us in this community of interest — the Advertising Center. We are proud to announce that an advertising agency and a book publisher have already completed rental agreements.

Desirable office space from 2,600 square feet and up will be available between now and April, 1962. A complete studio area — sound rooms with 15 foot ceilings, panelled offices, labs, etc. — may be rented now. A ground floor, corner store space will be available later in the year. Lower level space may also be had.

An easily accessible, prestige location is important to your business or service — your clients or customers prefer it and your employes will appreciate it. You are invited to investigate now.

Advertising Age's
Advertising Center

Call Arnold T. Linder, Building Manager
WHitehall 4-0282 — Office in the Building

BROWNE & STORCH, INC.
Managing Agents
Representing Advertising Publications Inc. — Advertising Age
919 North Michigan Avenue • Telephone WHitehall 4-7373

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

YOUNG RETAIL COPYWRITER WANTED ON FREE LANCE BASIS

National advertising agency needs special writer on electronic, appliance and furniture accounts. No fancy samples or resumes, please! The person we're looking for is probably quite happy now, but might have spare time for sale. Reply

Box 4712, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Want higher salary? 200-1,000 new positions reported monthly. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4, Ill.**

ADVERTISING MANAGER FOR MIDWESTERN BANK

Should be around 30 years old, have had experience with a leading financial institution and be willing to relocate. An excellent opportunity for a progressive young man. Please give full details in letter. In strict confidence, of course. Write

Box 4713, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE COPYWRITERS & ARTISTS WANTED

Top Notch Experience in Direct Mail Programming. Desk space optional—loop location . . . Write

Box 4714, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISPLAY Adv. Salesman, some sales & layout exp pref. Rapidly expanding area & newspapers. Tough territory with excellent possibilities. Salary plus. **The Sun Newspapers, 212 Chatsworth Dr., San Fernando, Cal. EM 5-3111**

Advertising Man

Leading Chicago manufacturer of durable goods needs a man to assist Advertising Manager, should be good promotional writer and know how to originate and buy dealer and consumer sales promotional materials, 2 to 4 years advertising experience desirable. Full range benefit program. Salary commensurate with experience. Please submit complete resume including age, education, experience, salary requirements and photo if possible.

Box 4715, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

$10-$25,000—PART TIME PROMOTIVE ASSOCIATE

Wanted by developer of outstanding new consumer products.
Miami, Florida EMerson 1-2858
Box 4716, ADVERTISING AGE
630 Third Ave., New York 17, New York

Consumer Sales Promoter

Newly created position with big potential for young man who wants to be noticed and who has 5 years experience in consumer promotions. Create and produce stuffers, broadsides, window streamers, counter cards, merchandise displays and other collateral material. Well established premium product sold through distributors and dealers to drug, hardware, radio-TV, photographic, auto supply and department stores. Consumer product background essential. Located Midwest.

Box 4686, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTO RETOUCHERS—Want to get out of the big city; work on national accounts, in color; make money year around with paid vacation? **Write or call D. R. LIGHT COMPANY, 1516—15th Street, Moline, Illinois, Phone 762-5537.** Do not apply unless you are experienced and good.

FLORIDA publisher seeks promotion-minded circulation man. Have variety of publications designed for retail as well as subscription sales. Excellent proposition to right man.
Apply Southern Publishing Company, Box 1228, Pensacola, Florida.

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PRODUCTION MANAGER

$5,000-$7,500 plus incentive bonus. Rapidly growing cold type composition house. Helpful exp.: Art, layout, copy-fitting, printing, typing. 25-45 yrs.

Box 4717, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

We are looking for a thoughtful and intelligent man, now employed, who has a proven record of success in space sales. So are dozens of other publishers who cover the Cleveland territory. But, unlike many other publishers, we can offer above-average rewards for results, and bonifide opportunity for managerial responsibility at an early date. We publish four high quality properties, have a good office in Cleveland, and abundant sales tools. Your draw, to start, will be in five figures. Respond in full confidence. **Write Management Magazines, Inc., 55 Public Square, Cleveland, Ohio.**

HELP WANTED

CIRCULATION DIRECTOR

Publisher of multiple publications in the Chicago area needs man who knows publication audit procedures, fulfillment, renewals and is strong on effective promotion. Excellent opportunity with well established company. Send complete resume to

Box 4709, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P-O-P DISPLAYS

Opportunity for creative salesman with active accounts; can acquire partnership in established display company. Write

Box 4710, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR

for well established agency in Southern seacoast city. Crisp layouts and production know-how essential. You will plan and supervise visuals for all media

Box 4711, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

Florida publisher needs creative production man. Qualifications include artistic and writing ability, graphic arts technical knowledge and personal executive ability. **Contact Southern Publishing Company, Box 1228, Pensacola, Florida.**

POSITIONS WANTED

FREE LANCE COPY, LAYOUT, PROD. ads, catalogs, folders, sales lit. Skilled pro, imaginative ideas. Varied cons.-indust. exp. Art-to-prod. Reasonable.

Box 4667, ADVERTISING AGE
630 Third Ave., New York 17, New York

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Unique bg. in TV programming. Mot. Pix Prod. & A-V Aids. Inventive mind. Strong on accomplishments with team members. Best spot-Group head or Right hand man.

Box 4644, ADVERTISING AGE
630 Third Ave., New York 17, New York

TOP ADVERTISING SALESMAN WANTS "PROMOTION" JOB

Young . . . Energetic . . . Experienced
Send for brochure.

Box 4718, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES INCENTIVE SPECIALIST

If you spend money on sales incentive campaigns then fill this spot in your sales promotion department. Have planned, created, sold successful sales incentive campaigns used by every major industry including automotive, appliance, food, and heavy equipment. 14 years experience in handling all details; planning, copy, layout, slide films, sales training and production follow through. Ideal man for ad agency wanting to offer complete promotion counsel to clients. Ask for resume.

Box 4719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

COPYWRITER—NO FOOL'S GOLD

Where is there an agency that's bigger than billings . . . and insists on copywriters bigger than adjectives? Where is there a Copy Chief who believes if simplicity is lost, drama is lost . . . and who knows the woo of words?

Creating advertising that people like, remember and believe in . . . advertising that persuades and convinces . . . is my purpose. Six years of print-radio . . . hard lines and soft lines, packaged and intangibles . . . agency and industrial . . . is my experience.

Wherever you are . . . let's compare needs. We're likely to find fulfillment.

Box 4722, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copywriter

Word specialist for salesmanship in print. Unlimited storehouse of ideas that gets high readership, makes products sell. Agcy, mfg, ret. copy exp. Age 34, 5 yrs. coll, Chicago only.

Box 4723, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Profit-Producing Direct Mail . . .

Your Company Can Add Profit-Producing Sales Promotion/D. Mail man to staff. Offers 8 yrs. experience. Familiar with consumer, business, and industrial mkts. Quality mailings planned from copy thru lists. Results . . . samples available.

Box 4724, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE EDITOR

With eye on editor's or publisher's office. Heavy experience in writing, creative contact, PR, sales training, communications. Talents in management, public speaking, handling people and soft sell.

Box 4725, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP NOTCH ADV/EDIT PROD. GAL with strong background in publishing seeks challenging position in NYC area.

Box 4726, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER

Solid national food and drug background. Strong in creative and administrative abilities. Thoroughly familiar with all phases of sales promotion. 31, married, Chicago area only.

Box 4727, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Exp. Typography make-up man requires part-time or free-lance work with agency.

Box 4728, ADVERTISING AGE
630 Third Ave., New York 17, New York

Young, creative copywriter, 4 yrs. exper. including Copywriting, Radio and TV, Production, Account Supervision, Time Buying with medium size Detroit agency. College grad. Married, willing to relocate.

Box 4720, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING TRAINEE

Univ. graduate in June. Major Adv. Minor Merch. Age 28, Vet, will relocate. Will be in Chicago on April 13, 14, 15.

Box 4721, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOW TO HIRE A COPYWRITER

X-ray his samples, temperament, ways of thinking. I crave lively shop with high psychic income. Well-fed above ear line, I want to help move your copy from tee to green. Let's talk state of a union.

Box 4736, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

New electronic publications seeks space representatives in all sections of country. If you know this field and can handle a potentially hot magazine write

Box 4729, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

MIDWEST REPRESENTATIVE

Young (30) aggressive, well established, 5 years experience seeks trade or industrial publication Chicago office

Box 4730, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Hard-working, reliable, experienced producer seeking pubs. for eastern representation

Box 4731, ADVERTISING AGE
630 Third Ave., New York 17, New York

SOUTHERN STATES—PUBLISHER'S REP FIRM

Thoroughly experienced in business and consumer sales. Established many years. Is your P & L preventing you from developing this expanding market? May we discuss it? Please reply to:

Box 4732, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Relaxed pace $25,000/year Indianapolis agency for sale. Present owner will stay on salary long as new owner wants.

Box 4734, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

SALES REPRESENTATIVE now calling on advertising manager and sales managers in paint manufacturing plants in the East. Would like additional lines.

Box 4735, ADVERTISING AGE
630 Third Ave., New York 17, New York

Procter & Gamble

ADVERTISING MARKETING MANAGEMENT

This is an invitation to career minded men with the ability to assume broad business responsibilities quickly. If you are selected for Procter & Gamble's Advertising Department, you would join a small marketing group where you would receive excellent, on the job training, and share in the responsibility for marketing an important, nationally advertised consumer product. You would work closely with other Company Departments on developing sales promotions and on coordinating the consumer and market research, product development, and financial planning for your brand. You would also work closely with the Advertising Agency in planning both long range and short term marketing strategy, and advertising execution.

Specialized training or experience in advertising and marketing is not required for application. Good general business potential, a high degree of native intelligence, and the ability to work smoothly with many types of people will be considered foremost.

The four Consumer Goods Divisions of Procter & Gamble are expanding rapidly. This expansion, together with our policy of always filling management openings by promotion from within, is creating an outstanding career opportunity.

MAIL THIS COUPON TODAY FOR COMPLETE INFORMATION

Mr. R. N. Stevenson, Dept. AA 43
Procter & Gamble
P.O. Box 599
Cincinnati, Ohio

Dear Mr. Stevenson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a ..... from ..... in .....
(degree) (school) (year)

Name .....

Address .....

City ..... State .....

SPACE SALES OPPORTUNITY

Fast-expanding, multi-magazine business-paper publisher has opening for Cleveland-based salesman to cover Ohio and adjacent area. Good initial income, bright future for aggressive hard worker. Plumbing field experience helpful, but not necessary.

Box 682, ADVERTISING AGE
630 Third Avenue, New York 17, New York

ADVERTISING MANAGER

33 years old. 7 years as ad and sales promotion manager—mostly in building products field. Write copy, organize sales meetings, develop campaigns, supervise agency, prepare and place product publicity. Trained public speaker. Best references. Will relocate. Write Box 680, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

To Package Good Mfg and Agencies
Highly Creative MARKETING-ADVERTISING EXECUTIVE

Well known specialist in food and drug—marketing—substantial contributions producing sales increases for competitive nationally known brands—Excellent results in developing and introducing new products—young, seasoned, creative good administrative skills—works well with people—presently on marketing plans board $30 million advertising agency—Formerly Director Merchandising $100 million corp—current base $20,000 plus. *Telephone Today* For Appointment *MU 8-6692* N.Y.C. or write to

Box 688, Advertising Age
630 Third Avenue, New York 17, N. Y.

THE COMPLETE RADIO-TV AGENCY EXECUTIVE

Remarkably diversified experience in depth, both as account executive (drug, food, automotive) and as VP-in-Charge of Broadcasting, 3 of top 20 agencies. Will relocate or act as New York branch. Salary or consultant basis.

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630 Third Avenue, New York 17, New York

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

COPYWRITING
CONSUMER AND INDUSTRIAL
Prompt...professional.
We do a full-time job for a part-time fee!
HOLDEN ADV.
AVenue 2-3367 (Chi.)

ETHICAL MEDICAL OR VETERINARY ACCOUNT EXECUTIVE

Qualified man to head department in general agency. Must have specific experience in one of above areas or related field. Starting salary $8-$10 thousand. Growth opportunity. Fringe benefits. Send full details to agency president. Box 681, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

INDUSTRIAL AD MANAGER

Expanding, quality Eastern Penna. Company offers an opportunity to a strong industrial advertising man with proven administrative ability. Minimum five years experience. Agency or company background. Comprehensive benefits program. Salary open. Reply by duplicate resume to:

AD DIVISION
STURM-BURROWS & COMPANY
Executive Search and Personnel Placement Specialists
1420 Walnut Street **Philadelphia 2, Pa.**

Mr. Publisher . . .

It will pay you to investigate the profitable advantages of magazine and book production in Duluth, Minnesota. Phone, wire, or write the Duluth Industrial Bureau, Duluth 2, Minnesota.

Mr. Account Executive:
Do you have a client who is scouting around for a top-notch, exclusive promotion? I can deliver same in terms of a first-class Clydesdale six-horse draft team. Direct inquiries to: **Lorence Raim, 420 Briarwood, Ames, Iowa.**

CIRCULATION MAN

Knowledge of BPA essential. To direct operation on part time or consulting basis.

Call DElaware 7-0638, Griffin (Chicago)

REGISTERED NURSES LIST FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dups. Address direct or on Cheshire. Full list $7.50M; 25-159M $10.50M; under 25M $15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. RN Addressing Service, 310 Orchard St., East Rutherford, N. J.

OUR 85 MEMBER REPS ARE ALL SELF-IMPELLED CALL MAKERS! TRY US—AND SEE!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N. Y.
APR

Real Opportunity for Young Man

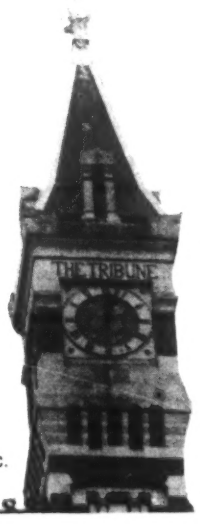
Large advertising agency needs serious minded young man to assist VP in charge of office. Age 23-27, with at least two years experience meeting the public. Will learn all aspects of agency business, and will be advanced as fast as you can learn. Starting salary—$6,000. Give details of experience in writing.

Box 683, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Representation in
LAS VEGAS
- ADVERTISING
- SALES PROMO.
- MERCHANDISING
- PUBLICITY

We know WHO...WHERE...HOW.

DURK ADVERTISING, INC.
1030 South 3rd., Las Vegas, Nev.



Tribune Towers
Sign rights for rent
$1 yr.
Brokers protected
Also to 35,000
avail. 154 Nassau, NYC.
BE 3-1190

Our 50th Year
COPYWRITER—indus. exp. pref. good oppty. Chicago agcy. $9.000
BRAND ADV. MGR.—dairy or food bkgnd desirable 8-10.000
ADV. ASST.—Chicago merc. firm entails some copywriting 6.500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

WANT A BEER ACCOUNT?

America's *only* complete brewery marketing organization now offers you the creative material that will land that brewery account you've been after. Everything you need—sharp, colorful outdoor boards . . . eye-catching newspaper ads . . . quality point of purchase . . . packaging . . . sales building promotions . . . a complete program of tested and proven material that is better than anything you've ever seen! It can be yours exclusively in your area. Get full details . . . wire or call **Howard D. Morris, Executive Director, United Breweries of America, 946 Greentree Rd., Pittsburgh 20, Pa. WAlnut 2-3900.**

AGENCY COPY-CONTACT MAN

Outstanding opportunity for a well-rounded advertising man, for key spot in a going—and growing—Midwest agency serving leading accounts. Knowledge of, and personal interest in, outdoor recreational field valuable. Should know various media and be able to plan and write to use them effectively. Energy, drive and initiative required, plus ability to cooperate harmoniously with others. Include personal-interest detail with resume; recent photo if available. Box 689, Advertising Age, 200 East Illinois Street, Chicago 11, Illinois.

TOP SPOTS

V.P. MARKETING packaged consumer foods; newly created position ..... 30-40M+
MGR., SALES & PRODUCTION folding-carton mfr. ..... 18-20M+
ASST. MGR., folding-carton mfr. 14-18M
COPY CHIEF adv. agency 14-18M
ART DIRECTOR adv. agency 15-18M
COPYWRITERS (2) agencies 12-15M
SUPV. TECH. PUBL. 9-12M

Send us 2 complete resumes, including past earnings—
WALKER
83 South 7th St. Minneapolis, Minn.

Are you looking for a really talented
ADVERTISING MANAGER?

Unusually talented young advertising executive available shortly. Thoroughly conversant with all phases of advertising. Good business producer. Efficient administrator. Highly original. Skilled with all media. Prefer consumer goods producer, but carefully consider proposals from industrial manufacturers who regard advertising as an important force in helping sell their product. Highest references. Agreeable salary requirements. Free to relocate. Details airmailed at once.

Box 687, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Southwest daily	$700,000*
Northwest daily	115,000*
Southwest daily	300,000*
New Jersey weekly	45,000*
Canada weekly	20,000
Florida weekly	8,000*
Delaware trade journal & weekly	80,000*
Florida trade journal	30,000*
Florida trade journal	15,000*

*Terms
And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FREE Sample
KNIFE and CASE
Imprint

New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory . . . everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.

THE HIGHSMITH CO., FORT ATKINSON 1, WIS.

ANOTHER HIGHSMITH *Mailable* PREMIUM

'Asia Magazine' to Bow in Hong Kong

NEW YORK, March 28—A new international publication, *Asia Magazine*, will be launched Oct. 1 from Hong Kong.

Asia Magazine will be an English-language weekly distributed as a supplement with English-language newspapers in 14 Asian countries.

An initial circulation of more than 600,000 is claimed. The one-time page rate is expected to be $4,000.

Adrian Zecha, formerly manager of the *Time-Life* offices in Japan, will be publisher. Norman Soong, veteran Asian journalist, will be editor. Mr. Soong, formerly president of Pan-Asia News Agency, described the new publication as "the first magazine in this area to be created exclusively by Asians, for Asians and about Asia."

Publishing headquarters will be in Hong Kong. The weekly will be printed in Tokyo on rotogravure presses of the Toppan Printing Co.

Advertising sales offices already have been established in Frankfurt, London, Tokyo and New York. Heading up the New York office (at 210 E. 58th St.) is George M. Newell, formerly with the *Time-Life* San Francisco office as a salesman on the international editions. #

Hall Joins Loudon

Loudon Advertising, Boston, has appointed Robert D. Hall Jr. an account supervisor. Mr. Hall was formerly sales promotion manager of the electrical division of Olin Industries and vp in charge of technical products marketing with the New England office of Grant Advertising.

CREATIVE COPY WRITER

Master of the unique approach. Capable of interesting, convincing copy. By highly successful, long-established, non-departmentalized Milwaukee Agency specializing in consumer products. Ideal connection with unlimited opportunity for diversification. Please submit sample or two with reply if available. Confidential of course. **Box 684, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

DO YOU NEED REPRESENTATION
IN CHICAGO?
FOR:
- ADVERTISING
- PUBLIC RELATIONS
- SALES PROMOTION

WRITE: EDWARD F. PAZDUR, INC.
185 N. WABASH AVENUE
CHICAGO 1, ILLINOIS

WRITE OR PHONE US FOR A BROCHURE ABOUT OUR SERVICES!

DON HARRIS NEEDS:
RESEARCH DIRECTOR, one interested in marketing applications. Sizeable agency. Will be on Plans Board, range widely including direction of media research. Agency experience ..... to $25M
ASSISTANT ADVERTISING MANAGER, big company, hard goods. Chicago area. Sales promotion, all-around right hand for the boss $8.500
Don continues to hear from men getting $X,000 who say they won't work for less than X+ up to 50%. Most employers are smart people. Growing room is the great need of most applicants.
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

POINT OF SALE EXECUTIVE

Rare combination of creative ability, production foresight and administrative capacity. 15 years on top-flight accounts, 4-A agency experience. All phases of retail level direct-sell, all agency-client echelon, all graphic arts personnel. Needs responsible position as Point of Sale Manager, Display Director or Group Art Director. Write for complete resume.

Box 675, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Storer Appoints Dowling to Sales; Names Rine, Baxter

Joseph P. Dowling, formerly sales promotion manager of CBS Television Spot Sales, has been given the same title with Storer Television Sales, New York, the recently formed spot sales arm of Storer Broadcasting Co., Miami. At CBS, David Mink, formerly a copywriter for CBS Radio Spot Sales, assumes duties formerly handled by Mr. Dowling.

William E. Rine, formerly vp in charge of radio of Storer Broadcasting, has been named to the new post of vp in charge of administration. He has been succeeded as radio vp by Lionel F. Baxter, previously director of radio operations.

American Furniture Mart Sets Spring Campaign

American Furniture Mart, Chicago, will use "Be Ready for the Dawn of a Bright Tomorrow" as the theme of its ad campaign for its forthcoming spring market to be held in Chicago April 17-21. Ads, slated in industry business papers, will say that practically every business forecast predicts a pickup after April 1; consumer savings are at an alltime high and that a strong revival of new home building means new furniture needs for much of 1961.

Pick Hotels Sets Push

Pick Hotels Corp., Chicago, will run ads in *Esquire*, *Newsweek* and *Sports Illustrated*, *Sales Meetings*, plus hotel and motel publications, to build a favorable image. Keyed to the theme, "Albert Pick Invites You," the campaign stresses the warmth of Pick hotels and motels throughout the country. Buchen Advertising, Chicago, is the agency.

Peck & Hills Names Morrissey

Peck & Hills Furniture Co., Chicago, has appointed John B. Morrissey Co., Chicago, to handle its advertising.

Presenting-
your message to over 177,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

This is the place

...where you can get facts on how your company can merchandise your products profitably through premiums and incentive merchandise

The place

28th annual National Premium Buyers Exposition

... hub of the premium and incentive merchandising industry

The location: NAVY PIER • CHICAGO

The dates: APRIL 10-11-12-13, 1961

You must attend! Mark your calendar now and make your advance plans.

• Those interested in attending NPBE should write:

A. B. COFFMAN ASSOCIATES•

Exposition Managers

28 East Jackson Blvd.
Chicago 4, Illinois
Phone: WEbster 9-0980

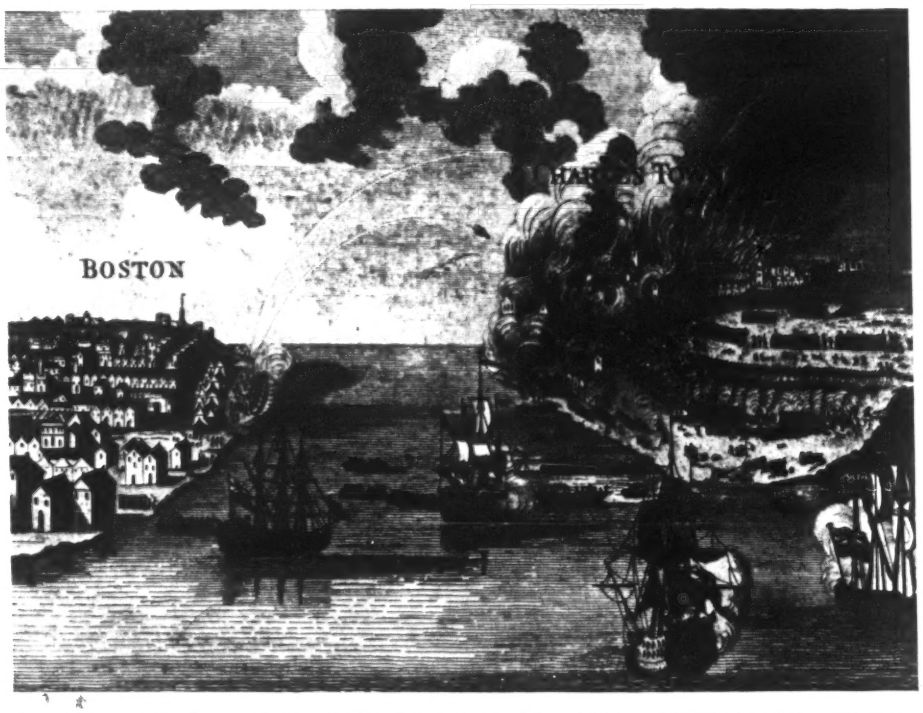
NPBE is under the auspices of the Premium Advertising Association of America, Inc.

Brower O'Kieffe Kreer

TRIO—*Spending a golfing holiday at the Camelback Inn at Phoenix are Charles Brower, president, Batten, Barton, Durstine & Osborn, New York; DeWitt O'Kieffe, Leo Burnett Co.; and Bowman Kreer, Clinton E. Frank Inc., both of Chicago.*

Advertising Promotions Adds 1

Self Help Mutual Life Assurance Society, Chicago-based insurance company, has named Advertising Promotions Inc., Chicago, to handle its advertising and sales promotion. The company formerly was a direct advertiser.



DON'T BELIEVE THE BUNK ABOUT BUNKER HILL

There's a lot of evidence that the battle was actually fought at nearby Breed's Hill. It's just one of the misconceptions about Boston — another is the supposedly bucolic nature of some of our suburbs. Take, for instance, Concord and Lexington where "the shot heard around the world" was fired. Today it's the site of the vast Air Force Command and Control Development Division with the greatest concentration of geophysicists in the free world. 4500 "new frontier" pioneers. $21 million annual payroll. $129 million worth of contracts to New England industry, colleges and research centers.

And Hanscom Field, as it is also known, is just one of the great, newer scientific and electronic strongholds taking a foothold in the Boston area, contributing enormously to its booming growth.

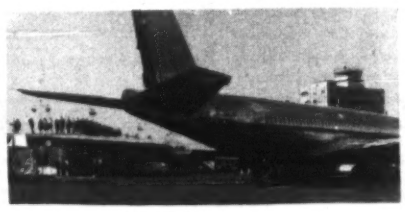
As Boston changes, so does the Hub's newspaper picture. The Boston Globe has leap-frogged in 10 years to first in total advertising linage by 1.3 million lines, or 33%, while both other Boston combinations lost.

As spokesman for the thriving new Boston, The Globe is a great home favorite and the circulation figures show it: 335,941 daily – practically unduplicated readership – and 427,983 on Sunday.

Call our Million Market Man for all the facts. He's got 'em in a file marked: The New Boston.

The Boston Globe MORNING EVENING SUNDAY

THERE'S A NEW BOSTON ...AND THE GLOBE IS ITS SPOKESMAN



A Million Market Newspaper:

NEW YORK
CHICAGO
DETROIT
LOS ANGELES
SAN FRANCISCO

This Week in Washington . . .

Consumers May Receive Preferred Treatment from New Administration

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 31—Consumer organizations have been demanding a bigger voice in government. Now they seem to have hit the jackpot.

The Kennedy administration is expected to make good soon on its pre-election promise to set up an Office of Consumer Counsel in the White House. On top of that, the "consumer" is getting kid glove treatment from a host of other admirers in the executive branch of government and on Capitol Hill.

The Office of Consumer Counsel at the White House could prove to be nothing more than a pigeonhole where a lot of embarrassing letters are referred for attention. But under Dr. Persia Campbell, who has been mentioned for the job, this is hardly likely.

She is well acquainted with the working of government—and the activities that affect the pocketbooks of consumers. A White House office under her supervision would become a "command post" resolutely battling to close the gaps in the network of laws for the protection of consumers.

■ Even in advance of the administration's decision on an Office of Consumer Counsel, some of the government's regulatory agencies have begun to pay more attention to the organization that claims to speak for consumers.

More than a year ago, for example, the Federal Trade Commission staged a conference with consumer groups, to talk over more effective enforcement of laws against deceptive advertising. The Federal Trade Commission never held a second conference with the consumer groups, but that apparently has not raised any concern in the several other agencies which are currently flirting with similar projects.

Food & Drug Administrator George Larrick, for example, has long recognized that consumers can be a big help to his organization. Several years ago, FDA set up a nationwide network of consumer representatives on its own staff, to keep in touch with consumer organizations on the local level. Two weeks ago Commissioner Larrick sent letters to 22 national organizations, ranging from the American Medical Assn. to the American Assn. of University Women. He expects to set up an advisory committee soon so that consumers of foods, drugs and cosmetics can let FDA know how they feel about its programs.

■ Congress seems to be equally excited about pursuing the consumer. A Senate anti-monopoly subcommittee under Sen. Philip Hart (D., Mich.) will certainly have a lot to say on this subject.

This is a subcommittee of the Kefauver anti-monopoly committee. It set up shop last week with its own special counsel, under instructions to look into the effectiveness of existing laws protecting against "consumer frauds."

In preparation for its job, this subcommittee will be looking at the performance of all the regulatory agencies concerned with advertising, labeling and similar assignments. Later this year, it could become an effective sounding-board for new legislation to close whatever gaps the investigations disclose.

■ For the long range, Sen. Maurine Neuberger (D., Ore.) spearheads an even more ambitious proposal. She has just introduced a resolution (S. Res. 115) setting up a permanent "select committee on consumer interests." As she described it, this will be the congressional counterpart of the White House Office of Consumer Counsel.

■ While consumer interests are represented in government, she says, "their efforts are so scattered, their operations so varied, that we are truly in a situation where the right hand may not know what the left hand is doing."

The expenditure of $328 billion by consumers is "a significant annual event," Sen. Neuberger argues. "And because of this significance, there is justification for the Senate to look into this matter to determine that this money has been spent effectively.

"It is the proliferation of problems such as deceptive packaging, improper labeling, and unobserved standards of purity and wholesomeness that requires the continuing careful oversight by the Senate operating in the interest of the consumer," she contends.

When the need for special consumer representation is questioned, consumer organizations readily document their contention that the consumer's welfare is frequently overlooked when government decisions are made.

■ In such fields as labeling and advertising, responsibility for law enforcement gets diffused to several agencies. Some of them go about their job with little concern for the views of other agencies working on the same problems, let alone the needs of the public.

In the past, the Department of Agriculture has been the rugged individualist among the regulatory agencies. For nearly two years, for example, the Food & Drug Administration has been trying to modify some exemptions authorized by the Agriculture Department which let packers omit certain additives from the ingredients on the label of lard.

Secretary Orville Freeman is currently trying to straighten out one of the most perplexing of the Agriculture Department's labeling moves, which took place just before the change of administration.

Without resorting to the customary public notice and hearings procedures, the Agriculture Research Administration decided last December to let meat packers add up to 10% moisture to cooked ham and other pork products.

■ Recently, Greenbelt Consumer Cooperative here bought a full page ad in the *Washington Post & Times-Herald*, urging the new administration to reopen this ham labeling procedure. Sen. Neuberger put the Greenbelt ad in the "Congressional Record" and noted that it exposed an example of government high handedness which consumers must contend with.

Secretary Freeman, who is among the newcomers who intend to see that the consumer viewpoint is fully expressed, required little persuasion. Within 24 hours after the issue came to his attention, he had the ham labeling regulation suspended. To make sure that consumers and packers have their full say before a new decision is made, he specified that hearings on ham labeling standards must be held in at least five major metropolitan areas. #

Culea Adds Pre Finish Metals

Pre Finish Metals, Elk Grove Village, Ill., has appointed J. D. Culea Advertising, La Grange, to handle its advertising.

Mayes Brown Chesser Storch

HOUSTON AD FORUM—*Looking over the program at the annual Ad Club Forum sponsored by the Houston Ad Club are Herbert Mayes, editor of McCall's; Jean William Brown, general chairman of the forum; Alec Chesser, president of the Houston Ad Club, and Otto Storch, art director of McCall's.*

Magazines Are Doing a Better Job Without Research, Mayes Maintains

Creative Staff Is Given Freedom to Try Out Ideas, 'McCall's' Editor Says

HOUSTON, March 28—Herbert Mayes, editor of *McCall's*, told a Houston Ad Forum audience of 200 last week that creativity means far more to a magazine's success than do polls or research.

"I'll gamble a hunch against a statistic anytime," Mr. Mayes told the surprised audience. "Now that we're getting the business office out of the editorial department, and research out of advertising, I think magazines are getting better.

"I hope there will be considerable downgrading of research," he said later. "Research is only an adjunct. It should not dictate what creativity can do."

■ *McCall's* uses polls, he acknowledged. "We do it, and I don't have much confidence in them.

"But we're playing with blue chips. Obviously we can't go by whim and whimsy alone." Then he added, to general audience delight, "If I knew as little about editorial matters as Starch knows about research, I would probably have fired our art director long ago."

Mr. Mayes said that editorial people on *McCall's* have great freedom to present their ideas and try them out. Some of the editorial pages that have won awards and honors, Mr. Mayes said, were ideas "that Art Director Otto Storch had been wanting for several years to try out."

At the request of many agency heads, Mr. Mayes disclosed, he has described to their creative departments the processes by which stories and layouts for *McCall's* are put together, and the freedom given the staff members. Mr. Mayes commented, "The general response has been, 'If only we had that kind of freedom, we could produce that kind of work.' "

■ *McCall's* put $1,000,000 additional into editorial and $1,000,000 additional into promotion funds during 1960, Mr. Mayes disclosed. The magazine got back $11,000,000 in additional revenue, he said.

"Without spending any more money than I indicated we did last year," he predicted, "we will add another $8,000,000 in advertising revenue in 1961."

■ Airlines are currently concentrating upon improving their on-the-ground services to customers, Charles Speers, vp of advertising of American Airlines, told the meeting.

Early in 1962, he disclosed, American and several other airlines will put into operation electronic systems by which a ticket agent anywhere can push a button, and get a report instantly on the status of reservations on any flight, or on every reservation on every flight, even including the names in which the reservations are made.

The character of the airlines' competition has changed in recent years, Mr. Speers reported. Where they formerly felt they were competing with each other for customers and with the railroads, they now feel they are "competing with color tv, outboard motors, and swimming pools—everything that bids for the consumer dollar," he added.

■ All airlines pull their advertising out of daily media—newspapers, radio, and tv—after a crash of any airliner, Mr. Speers disclosed in response to a question from one of three panelists who quizzed him after his talk.

"It might be misunderstood competitively," he explained, "if a plane of a different kind is involved in a crash and a reader, listener or viewer sees an ad which says, in effect, 'fly ours.'

"Also we think ads at that time are in bad taste. The public is sensitive.

"We drop out for a day or so as long as a crash is headlined—all airlines, not just the one involved, and this is something on which each airline makes its own decision. But they all do it. They don't stay out any standard length of time. It's a matter of judgment as to when they come back in," Mr. Speers said.

■ American has given its various kinds of airplanes names of their own, Mr. Speers said, rather than using the manufacturers' names for them. The airline's current advertising campaign features the American "Astrojet", he pointed out, a name signifying those jet planes which have been equipped with the new and faster aft-fan engines.

"We spent millions of dollars advertising the name of Douglas," he said, "whose planes we are not now using. We wish we hadn't."

■ Dr. Steuart H. Britt, editor of *The Journal of Marketing* and a professor at Northwestern University, added his voice in support of the position that the consumer rules the advertising business, and not the reverse.

"The American consumer is not the puppet of big business and so-called Madison Avenue," he told the audience. "Rather he is an intelligent force who influences giant corporations and companies —and small ones, too—by what he chooses to buy or not to buy."

■ The profit punch, subject to current concern in every industry, starts during prosperous times and in advance of a recession, Edward L. Bond Jr., exec vp of Young & Rubicam, told the audience in the opening address.

"The culprits are carelessness in the shop and the factory, inefficiency, waste, lack of inventiveness, complacency, lack-luster management, in-effective marketing techniques," he said.

Imaginative, inventive marketing can help to improve profit trends, Mr. Bond said. He called for a new realistic approach to the needs and preferences of the consumer—"America's benevolent despot"—in marketing new products and adding exciting, provocative elements to the old.

■ Business men are capable of regulating themselves and of weeding out the dishonest firms, within the framework of laws such as the existing anti-trust and fair trade legislation, said Earl Kintner, recently resigned as chairman of the Federal Trade Commission, in one of his first public talks since leaving the FTC.

"I cannot emphasize too strongly that the advertising industry's effort to eliminate deception from advertising during the past two years is a positive and meaningful contribution to the cause of freedom." #

Network Radio's Top Advertisers*

Based on Four Weeks Ending Feb. 5, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Standard Brands Inc. (CBS, MBS, NBC)	221	137,373
2	Kellogg Co. (CBS, NBC)	181	124,815
3	Time Inc. (NBC)	181	124,173
4	R. J. Reynolds Tobacco (4 Nets)	260	120,716
5	Pharmaco Inc. (CBS, MBS)	194	93,462
6	Metropolitan Life Insurance (NBC)	125	89,115
7	Vick Chemical Co. (NBC)	127	88,514
8	Hudson Vitamin Products (ABC, MBS)	258	85,798
9	CBS Electronics-CBS Inc. (CBS)	109	74,969
10	Liggett & Myers Tobacco (MBS, NBC)	182	72,099
11	Grove Div.-Bristol-Myers (CBS)	72	71,951
12	Mennen Co. (ABC, CBS, MBS)	152	68,343
13	Ex-Lax Inc. (4 Nets)	131	58,940
14	Mentholatum Co. (CBS, MBS)	100	56,227
15	Chevrolet General Motors (CBS)	48	44,752
16	Automotive American Motors (NBC)	80	43,618
17	Philip Morris Inc. (ABC, CBS)	91	41,194
18	General Foods Corp. (ABC, CBS, MBS)	69	40,451
19	Buick Div. General Motors (NBC)	43	35,454
20	Foster-Milburn Co. (ABC, CBS, NBC)	41	33,080

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Mins. Del'd (000)
1	Standard Brands Inc. (CBS, MBS, NBC)	176	100,038
2	Time Inc. (NBC)	139	87,907
3	Kellogg Co. (CBS, NBC)	105	70,536
4	Metropolitan Life Insurance (NBC)	147	65,500
5	Pharmaco Inc. (CBS, MBS)	72	62,620
6	Chevrolet General Motors (CBS)	96	62,449
7	Vick Chemical Co. (NBC)	149	62,281
8	R. J. Reynolds Tobacco (4 Nets)	99	60,488
9	CBS Electronics-CBS Inc. (CBS)	188	55,848
10	Hudson Vitamin Products (ABC, MBS)	140	50,610
11	Liggett & Myers Tobacco (MBS, NBC)	53	48,188
12	Grove Div.-Bristol-Myers (CBS)	118	47,354
13	Mennen Co. (ABC, CBS, MBS)	86	43,968
14	Mentholatum Co. (CBS, MBS)	91	37,957
15	Philip Morris Inc. (ABC, CBS)	79	34,592
16	Ex-Lax Inc. (4 Nets)	60	30,546
17	Automotive American Motors (NBC)	41	29,445
18	Sylvania Electric Products (ABC, CBS, NBC)	53	28,309
19	Oldsmobile General Motors (ABC, CBS)	47	28,229
20	General Foods Corp. (ABC, CBS, MBS)	36	27,770

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

TvQ Rating Leaders

For Nighttime Network TV

March, 1961

Rank	Program	TvQ Score
1	Bonanza (RCA, American Tobacco, Pillsbury, NBC)	53
2	Sing Along with Mitch (Malt-O-Meal, Ballantine, NBC)	48
2	Wagon Train (Nabisco, R. J. Reynolds, Ford, NBC)	48
4	Andy Griffith Show (General Foods, CBS)	43
4	Red Skelton (S. C. Johnson, Pet Milk, CBS)	43
4	Real McCoys (P&G, ABC)	43
7	The Flintstones (Reynolds, Miles, ABC)	42
8	My Three Sons (Chevrolet, ABC)	41
8	Perry Mason (Several sponsors, CBS)	41
10	Candid Camera (Bristol-Myers, Lever, CBS)	40
10	Rawhide (Several sponsors, CBS)	40

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

L&M President Takes Rap for Earnings, Sales Decreases

JERSEY CITY, N.J., March 29—While a couple of Italian pickets paraded outside as a protest against "The Untouchables," William A. Blount, president of Liggett & Myers Tobacco Co., took the rap at the annual meeting.

Sales and earnings would be down in the first quarter of 1961, he said. "You can blame me for some of it," he added in a moment of self-criticism. "It's most humiliating to us."

Mr. Blount, who has been president for a year, did not spell out the reasons beyond saying that some of the problem was due to his own inexperience. Some was also due to decisions made years ago, he said.

■ Advertising came in for some discussion, and Mr. Blount said that L&M would be going back to subway ads this summer. He hinted at the poor showing of Duke by stating that it is being advertised on a limited basis in New York, Chicago and Los Angeles.

As for "The Untouchables," the ABC-TV show abandoned after protests from Italian viewers, Mr. Blount said the switch was really due to the network's intention of moving it to a less desirable time. The last thing L&M wants to do is to hurt the Italian people. "We're sorry if any of them took offense," he said.

The meeting was told that sales of regular cigaret sizes are declining, but Chesterfield and L&M king-size brands were making gains. Oasis was up slightly.

■ The company said it is paying out the highest rate among tobacco companies in the form of dividends (70% of its profits). It was also stated that because tobacco grown today is less flavorful than before, every cigaret company has to use flavor additives.

L&M earned $6,552,000 on sales of $127,447,000 in the first quarter of 1960; figures for the first quarter of 1961 are not yet available.

ITALIANS TAKE HEAT OFF 'UNTOUCHABLES'

NEW YORK, March 30—For the time being at least, the heat is off "The Untouchables."

New York Congressman Alfred Santangelo, head of the Federation of Italian-American Democratic Organizations, this week switched signals and called off threatened boycott and picket efforts against Liggett & Myers and Armour & Co., two co-sponsors of the high-rating ABC-TV show. The planned strategy against Armour never was fully activated.

The displeasure of Italians, who said that "The Untouchables" relied too heavily on Italian villains, has been directed mainly against L&M, which has already announced cancelation of the show as of fall. Liggett & Myers said it canceled because of a disagreement over ABC time shifts and not because of pressure from Mr. Santangelo's or any other Italian group. The time vacated by the tobacco company was immediately snapped up by other advertisers.

Since Italians began to complain that "The Untouchables" was stereotyping them as gangsters, Desilu Productions and ABC-TV have made a number of changes in the show. #

Snyder Joins Mathes as VP

Lewis Snyder, formerly a vp and associate copy director of Leo Burnett Co., has joined J. M. Mathes Inc., New York, as vp and copy director, succeeding Lon Hill, who is resigning.

Asphalt, Concrete Ads Tell Battle of Bumps

(Continued from Page 2)

Report, was the first of this year's cracks at concrete. Future ads, Mr. Knott indicated, will be heavy in engineering publications (where copy emphasizes the asphalt success story) and in a "thought leader" schedule in mass magazines.

■ The "thought leader" series states bluntly: "Most concrete roads become asphalt-paved eventually. For example: The Pennsylvania turnpike, originally paved with concrete, is now almost completely resurfaced with asphalt paving—and it is not yet 20 years old!"

All copy adds a similar punch line: "Why not pave with deep strength asphalt in the first place and make tax dollars go further?"

The institute's ad budget runs to $400,000 this year. It intends to adhere strictly to AASHO's request that no conclusions be drawn from the road test before AASHO itself has evaluated the data. However, future ads will continue to hammer at concrete. A b&w spread scheduled for the April 17 *Newsweek* and the May 15 *U.S. News* will carry a picture of a concrete road with the bold-type question: "Ever see a concrete highway change to asphalt . . . like this?"

Compton Advertising, New York, is the agency.

DIDN'T JUMP GUN ON ROAD TEST: PORTLAND

CHICAGO, March 30—In answer to charges by the Asphalt Institute that current ads placed by Portland Cement Assn. are false, Charles Reene, Portland's director of educational services, told ADVERTISING AGE today that "our advertising is factual and truthful." J. Walter Thompson Co. is Portland's agency.

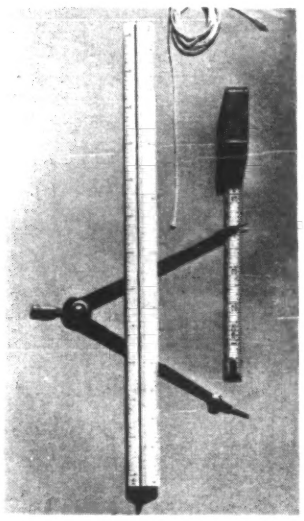
Mr. Reene denied that there was "any formal agreement" to hold up the publicizing of a road test conducted last year by the American Assn. of State Highway Officials, and he pointed out that the asphalt group placed publicity with the *New York Journal of Commerce* as "far back as last Nov. 15."

■ Mr. Reene said that Portland received a letter earlier this month from the highway officials group in which AASHO requested that its name not be used in connection with advertising the results of the road test. He said an identical letter had been sent to the asphalt group.

"We are currently considering AASHO's request but a decision has not yet been reached," he said. He pointed out that Portland Cement has been using the AASHO name in its ads since last November. He declined to comment on why AASHO made the request. #

Petersen Moves in N. Y.

Petersen Publishing Co. has moved its advertising sales office in New York to 770 Lexington Ave.



No Matter How You Measure It...

the Los Angeles-Long Beach Metropolitan Area is different than the other markets in the "top 10."

The nation's second largest market needs different measurements to properly evaluate it. This is because the Long Beach part cannot be covered with advertising in a Los Angeles newspaper . . . or in all of them! You get only 1 out of 10 Long Beach families with the leading Los Angeles newspaper and only about 1 out of 4 **with all of them.** But the Independent, Press-Telegram goes into 7 out of 10 homes in the Long Beach market of 508,369 people. And that's the big difference.

GET THE PARTICULARS FROM THE RIDDER-JOHNS MAN

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report, Mar. 31, 1960.

Independent Press Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA the International City NOW OVER ½ MILLION POPULATION

WTRF-TV STORY BOARD

T. R. Effic!

MARITAL PROBLEM DISCUSSION. First Cannibal Matron: "I just don't know what to make of my husband these days." Second Matron: "Don't worry about it, I'll loan you my new recipe book."

Wheeling wtrf-tv

SALES MANAGER Needham Smith says that he has read so much about the ill effects of drinking that he has decided to give up reading!

wtrf-tv Wheeling

TWO GREEKS were watching their first football game when one said; "This is all American to me."

Wheeling wtrf-tv

OVERHEARD: "Is she a snob? When she's in a garden, she allows the flowers to smell her!"

wtrf-tv Wheeling

BANKER'S COCKTAIL: One drink you lose interest . . . two drinks and you lose principal.

Wheeling wtrf-tv

THE MERCHANDISING DEPARTMENT of WTRF-TV is manned by C. Kirk Jackson, Director, with Robert Beall assisting. When alert advertisers buy WTRF-TV 7 . . . they get an eleven point bonus merchandising plan. Ask Hollingbery for details.

wtrf-tv Wheeling

EARLY SETTLER . . . One who has already paid his income tax.
SOPHISTICATION . . . Doing almost anything without feeling guilty.
POOR MUSICIAN . . . One who is flat on his Bach.

Wheeling wtrf-tv

SELL the rich, Wheeling-Steubenville Industrial Ohio Valley from Wheeling, WTRF-TV, Channel 7.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

CHIVALRY—*The New York City Transit Authority has placed this poster in more than 6,000 subway cars, stations and 2,000 buses. "Business men might be the epitome of politeness at their country clubs," the transit authority said, "but they undergo a metamorphosis when they board the subway."*

Ads to Get Half of 'Visit U.S.' Promotion Fund

(Continued from Page 2)

highly competent expert who had come into the department to do the job, and that it involves the expenditure of $3,000,000 the first year, and $4,600,000 in each of the succeeding years.

■ Because the report has just been delivered to the President, the Secretary was reluctant to discuss details during his appearance. He emphasized several times that advertising is an important part of the program, although he added that in future years it may be possible to curtail some advertising, so that less than half the budget goes for that purpose.

The Secretary emphasized that he is thinking in terms of local advertising. Travel industry sources said they understood that the department's proposal suggests that advertising used in each country be prepared by a local agency familiar with local conditions.

The Secretary said the tourism promotion would be built around three basic elements:

• **1.** "An advertising campaign—utilizing media carefully selected to reach those persons who are financially able to consider a trip to this country; to tell them, in their own language, those things about America which will excite a desire to visit; to support the efforts of private industry in the travel field, and generally to build a growing interest abroad in the U.S. as a travel destination."

• **2.** "Development and distribution of promotional material. This material will be designed to help the prospective traveler study and measure the U.S. against other competitive travel destinations; to provide information of geographic, historical, cultural and economic interest; and to furnish the overseas travel agent materials he can use to sell travel to the U.S."

• **3.** "Opening of overseas travel information offices. These offices will be located in key metropolitan areas, easily available to foreign residents, and will serve as an authentic source of information and facts about travel to the U.S. Each office will be provided with display facilities which would have sales and promotional value. They will also serve as headquarters for travel promotion officers who will be responsible for contacting travel agents, carriers and other travel elements with respect to selling the U.S. as a travel destination."

■ The Secretary indicated the plan calls for travel centers only in a few key cities, mostly in western Europe, with perhaps one in Latin America and another in the Far East. He visualized a total staff of about 40 persons, all expert in the travel business.

Outside the countries that have tourism offices, travel service experts would work from U.S. consulates, contacting members of the local travel industry. He indicated the advertising program would have broad coverage, and that in some countries, like India and Pakistan, it could be financed from counterpart funds.

■ The Secretary emphasized that Americans at home will have a lot to learn if the tourism program is to be successful. "We must be prepared to offer packaged tours, at least until we have more people who are proficient in foreign languages," he commented.

The attitude of Americans will influence the success of the program, he added. "We have to put our best foot forward. We have to show that we want these people, and we should be nice to them.

"Europeans like to go places, if they can go at reasonable prices and if they are welcome when they get there."

■ Travel industry witnesses and committee members looked for assurance that the government will stop at promoting travel and leave the sale of travel arrangements to private industry. To underline the point, they insisted that the name "U.S. Travel Service" authorized in the Senate bill, be displaced by the more bureaucratic "Office of International Travel & Tourism."

Even in advance of formal approval of the plan, President Kennedy today asked the House appropriations committee to make some money available so the tourism program can start promptly.

■ Among the budget adjustments forwarded to Congress by the administration was an additional $2,797,000 for the Department of Commerce. The White House said this would be used to establish new trade centers in Asia, Africa, Europe and Latin America, "and to increase advertising to create interest in travel to the U.S."

The President's request presumably represents only a start, with additional sums indicated once the Congress formally authorizes the development of the tourism drive.

Final committee action was postponed until after the Easter recess.

The subcommittee also decided to call Secretary Hodges back next month to straighten out a jurisdictional snag raised by Rep. Francis Walter (D., Pa.) who fears that the new tourism office will try to tamper with existing immigration procedures. #

McGraw-Hill Racks Up Record Ad Sales for Publications

NEW YORK, March 28—McGraw-Hill's publication division racked up more than $60,000,000 in net advertising sales last year, largest volume in its history.

This topped the previous high, set in 1957, by almost $6,000,000. The record would have been even higher, said the annual report, just released, if it had not been for the sudden drop in general business activity in the last half of the year.

The decline had little or no effect on the sale of books and films, but heaviest hit were seven company publications serving the aviation, construction, metalworking, manufacturing and petroleum fields. Other publications were only slightly affected, while some, notably *Business Week* and *Electronics*, "exceeded expectations."

■ Despite the "gradual but important decline" in ad revenues, McGraw-Hill enlarged the sales staff of the publications division to 278, or 20 more than the year before. One "growth district" was the European area, where billings rose 47% over the 1959 level. London, Geneva and Frankfurt added sales personnel, with further additions set for 1961.

To meet intensified competition for the advertising dollar, promotion for the publications division was stepped up in 1960. "The promotional theme, which will be carried forward into 1961, was the essential quality the editorial, circulation and advertising values of McGraw-Hill publications."

■ Promotion paid off in the form of new records for net paid circulation and subscription payments. Net paid circulation of McGraw-Hill publications reached over 1,639,000 at the end of the year.

Looking to new fields, the company felt one of the most promising areas of circulation growth to be in international publishing. "In 1961, the overseas circulation staff will continue to expand its activities, with special emphasis on Western Europe."

Another promising activity in 1960 was the "VIP Programs" aimed at encouraging men in industry to read business publications.

■ McGraw-Hill Book Co. published a record 415 new books and new editions last year, compared with 392 in 1959. Net sales were up 10.6% over 1959 and 27% over 1958.

Some major developments of the year included publication of the 15-volume McGraw-Hill encyclopedia of science and technology, representing an investment of over $2,000,000. By last February, 14,000 sets had been sold. Launching of the set involved 1,100,000 mailing pieces.

■ One of the fastest-growing divisions, the international section, last year began a publishing program of its own. In 1960, one out of every six McGraw-Hill books were sold abroad.

McGraw-Hill also plans to open a technical book store in the McGraw-Hill Bldg. this spring. The store represents the company's first venture into bookstore retailing on a "technical books of all publishers" basis. About 12,000 titles will be on display, with about the same quantity in reserve stock.

Operating revenue for McGraw-Hill Publishing Co. totaled $116,819,196, an increase of $11,052,996 or 10% over 1959. Net income was $8,995,690 or $3.37 per share based on 2,665,563 shares outstanding. This compared with $8,189,216 or $3.09 per share based on 2,650,900 shares the previous year.

Reach quality and quantity. LIFE reaches America's biggest quality audience each week. Households that read an average issue of LIFE account for 38¢ of every consumer dollar spent in the U.S.

ADVERTISED IN
LIFE®

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker